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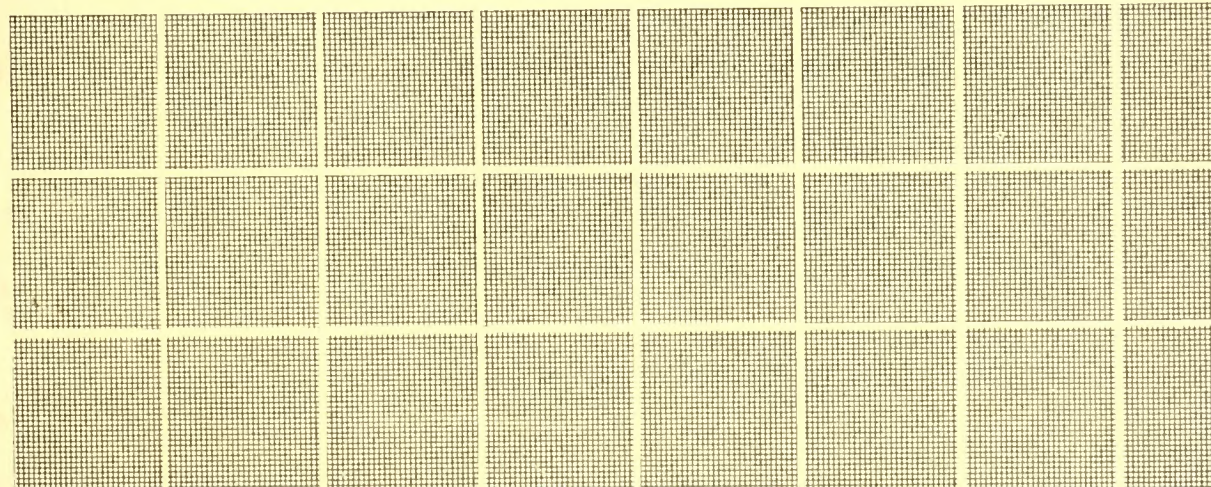
POPULATION and ECONOMIC REPORT

**SALISBURY & SPENCER**

North Carolina

**1960**

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POPULATION AND ECONOMIC REPORT

SALISBURY - SPENCER, N. C.

The preparation of this report was financed in part through an urban planning grant from the Housing and Home Finance Agency, under the provisions of Section 701 of the Housing Act of 1954, as amended.



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## P O P U L A T I O N

As a community plans for its future it must acquire and maintain fundamental information about its population. Knowledge of the number and characteristics of the people includes basic facts to which community activities and artifacts must be properly adjusted.

Data pertaining to past population are readily available and may surmise or demonstrate the reasons for past trends. In making plans for Salisbury, Spencer, and their hinterland we study past population trends, the present situation, and forecast what future population will probably be. Population projections can only suggest what is most likely to happen provided past and present influences continue in effect. However, for planning purposes the problematical nature of population forecasting is offset by the fact that events affecting population must be examined periodically as years go by in order that plans may be adjusted as deemed necessary.

### Past Population of Salisbury, Spencer, and Surrounding Areas.

Table 1 shows the population of Salisbury, Spencer, Rowan County and Economic Area 4-B from 1910 to 1960. This fifty-year period was selected because it includes a major annexation, two world wars, a major and a minor economic depression, the impact of national industrialization, and two periods of high prosperity--in short--various events which have had profound effects upon migration, urbanization, and reproductive changes in population. The 1910-1960 period affords a good sample period full of ups and downs.

Economic Area 4-B is one of several relatively homogeneous subdivisions of North Carolina delineated by the U. S. Bureau of the Census on the basis of similar economic and social characteristics. It contains the following counties: Cabarrus, Catawba, Iredell, Rowan, and Stanly. The population of Salisbury, Spencer, etc., may be compared with the population change in the larger Economic Area for the purpose of detecting sharp departures from what may be considered normal patterns.

The population of the City of Salisbury has increased at a declining rate since 1910. Between 1910 and 1920 the population increased 94 percent, partly as the result of an annexation in 1915. The amounts and percent of change that occurred during the five decades are summarized as follows:

<u>Decade</u>	<u>Amount</u>	<u>Percent</u>
1910-20	6,731	94.0
1920-30	3,067	22.0
1930-40	2,086	12.3
1940-50	1,065	5.5
<u>1050-60</u>	<u>1,082</u>	<u>5.5</u>
Total	12,949	181.0

TABLE 1. POPULATION AND PERCENTAGE CHANGES IN POPULATION FOR SALISBURY, SPENCER, AND EAST SPENCER, SURROUNDING TOWNSHIPS, ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH CAROLINA, 1910-1960

	1960			1950			1940			1930			1920			1910			Total Incr.		Ave. Pop. chg Per decade 1910-60
	Pop.	Change %		Pop.	Change %		Pop.	Change %		Pop.	Change %		Pop.	Change %		Pop.	1960	1910			
		Asst.	%		Asst.	%		Asst.	%		Asst.	%		Asst.	%				Asst.	%	
Salisbury	21,184	1,082	5.48	20,102	1,065	5.5	19,037	2,066	12.3	16,951	3,067	22.0	13,864	6,721	94.0	7,153	14,031	188.2	2,806		
Spencer	2,668	-354	-10.9	3,242	170	5.5	3,072	-56	-1.8	3,126	616	24.6	2,510	565	31.1	1,615	973	50.6	195		
East Spencer	2,066	-348	-14.2	2,444	283	12.0	2,181	63	4.0	2,098	-141	-6.3	2,239	510	29.5	1,729	369	21.3	74		
TOWNSHIPS:																					
Salisbury	30,256	2,147	7.6	28,111	2,956	11.7	25,153	4,562	22.3	20,661	4,502	26.0	16,059	14,199	88.4	3,350					
Franklin	3,516	619	30.3	2,699	433	20.2	2,246	667	42.3	1,379	19	1.2	1,580	1,938	55.6	490					
Locke	2,531	226	9.9	2,303	399	21.0	1,904	745	64.2	1,159	60	.7	1,079	1,452	42.6	363					
Litaker	3,324	247	8.0	3,077	615	20.0	2,562	702	37.7	1,660	-65	-3.3	1,625	1,399	72.6	350					
Gold Hill	3,602	312	9.5	3,280	648	24.5	2,642	76	3.0	2,664	135	5.5	2,439	1,173	46.2	293					
Providence	3,070	270	9.6	2,800	211	8.1	2,589	494	23.6	2,085	-84	-2.9	2,159	611	42.0	226					
	16,045	1,676	13.0	14,169	2,226	18.6	11,943	2,888	29.0	9,257	105	1.1	9,152	6,893	89.6	1,724					
Rowan County	61,815	6,405	8.5	75,410	8,204	6.9	89,208	12,541	22.1	56,665	12,603	26.6	44,062	6,541	17.4	37,521	44,284	54.1	8,659		
EC. Area 4-B	324,600	30,380	10.3	294,420	30,910	11.7	283,510	41,614	18.7	221,898	44,860	25.3	177,016	33,113	22.7	145,903	178,687	55.1	35,779		
N. Carolina	4,823,651	451,602	11.2	4,071,849	500,226	14.0	3,571,623	401,347	12.7	3,170,278	611,153	23.9	2,559,123	352,836	16.0	2,206,287	2,317,364	105.0	463,475		

\* 1960 Township population figures are unavailable at present; therefore figures for average population change/decade reflect the 1910-50 trend.  
Source: U. S. Bureau of the Census, Decennial Censuses.

Between 1910 and 1960 the population of Salisbury increased by 14,031 individuals, or 196 percent. The average increase per decade has been 2,806 individuals; however, this average figure includes the major annexation in 1915. The average increase per decade since 1920, during which time no major annexations were made, has been 2,073 individuals.

The population of Spencer has changed irregularly during the past forty years, gaining between 1910 and 1930 and between 1940 and 1950. Between 1930 and 1940 the town experienced a net loss of 56 individuals--probably caused by the economic slump of the thirties and the primary dependence of the population upon a single industry. During the fifty-year period, however, there was a net increase of 973 or 51 percent of the 1910 population. This amounted to an average increase per decade of 195 persons.

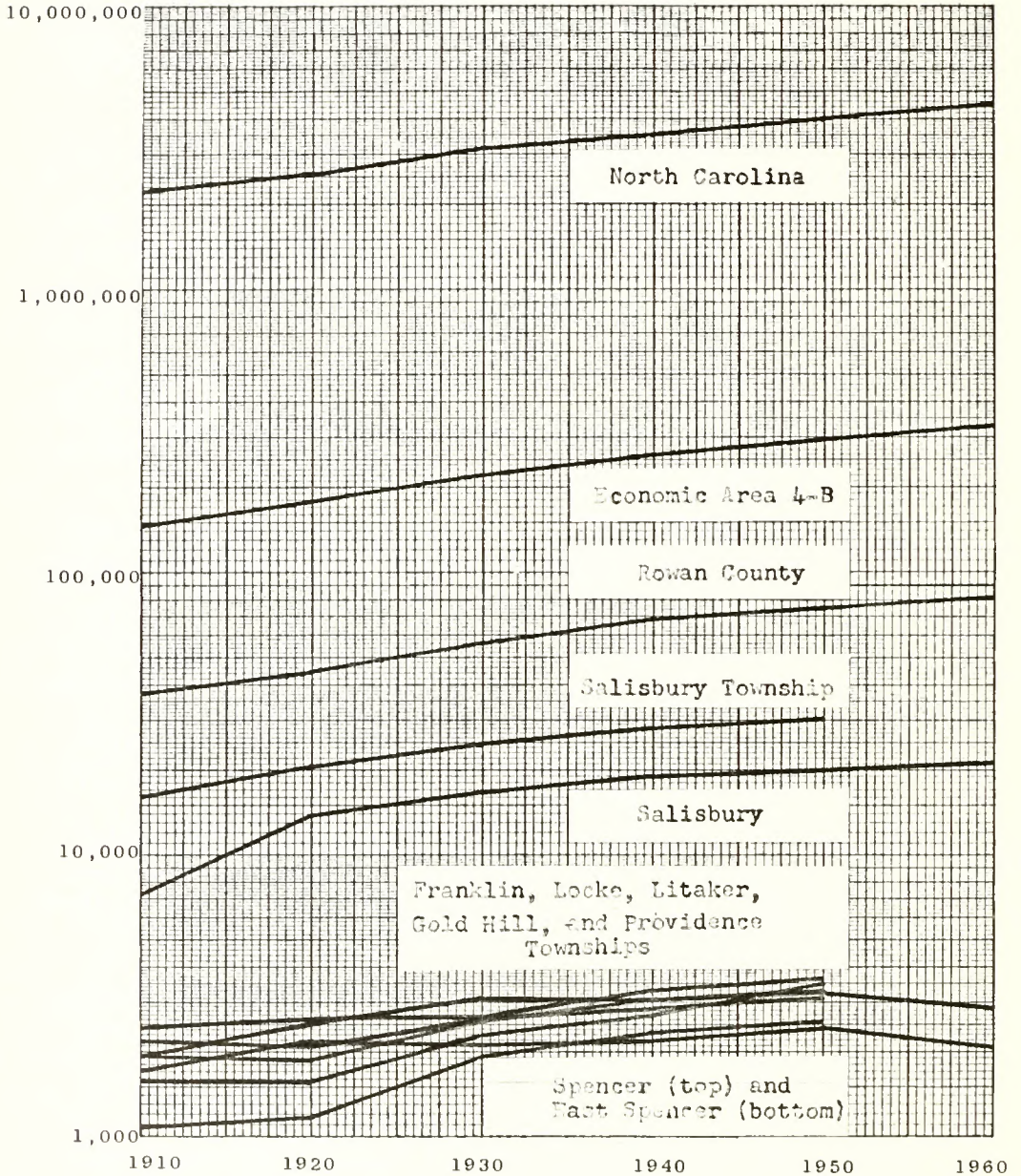
East Spencer also exhibits fluctuations in population growth during that period of time, but it has had a net increase since 1910 of 369 individuals, or about 21 percent. During the decade 1920-1930 there was a net loss of 141. The town gained an average of 74 individuals per decade from 1910 to 1960.

Population changes as the result of only four events: births, deaths, annexations, and migration, although an infinite variety of factors can affect these four events. It is practically impossible to interpret the meaning of population growth rates without comparing those for a certain community with those of larger geographical or political units in the proximity. Such comparisons assume that growth patterns of larger areas tend to represent averages and that the averages are "normal" trends--at least for the area. For example, if the population trends of a city depart drastically from those of its county, economic area, state, or region, one may logically presume that some special factors are responsible that do not apply to the larger area. A search for the causes may then be investigated. The underlying reasons may have good or bad implications for the welfare of the community. By examining the population trends of the Salisbury vicinity in comparison with other areas we can arrive at some conclusions that probably have implications for the future.

Chart I shows the relative rates of population growth of Salisbury, Spencer, surrounding townships, Rowan County, Economic Area 4-B, and the State. (The amounts of population growth are not shown; the curves were plotted on logarithmic paper to indicate proportional growth rates, regardless of the actual number of people.) Inspection of the chart shows that since 1920 the population growth rate of Salisbury has generally paralleled that of the State, Economic Area 4-B, and Rowan County; however, the slight leveling off of the trend since 1930 reflects the fact, previously mentioned, that the population has been increasing at a decreasing rate. The same trend is apparent in the growth of the population of Salisbury Township where the increase at a declining rate is quite marked, as seen in Table 2.

Chart 1. COMPARATIVE POPULATION GROWTH RATES, 1910-1960

Note: Semi-logarithmic scale. Rates of change are shown in proportion, regardless of absolute amounts.



Source: U. S. Bureau of the Census.

TABLE 2. POPULATION OF SALISBURY TOWNSHIP, 1910-1950

Year	Population	Amount Increase During Previous Decade	Percent Increase During the Decade
1910	16,059		
1920	20,561	4,502	28.0
1930	25,153	4,592	22.3
1940	28,111	2,958	11.7
1950	30,258	2,147	7.6

Analysis of Table 3 points out that the growth of the township population outside of the three municipalities has been increasing in proportion to the total township growth for the past thirty years-- from 22.8 during 1920-1930 to 30.2 during 1940-1950. This means simply that a slightly higher percentage total township growth each year is taking place outside of the three municipalities.

TABLE 3. POPULATION OF SALISBURY TOWNSHIP EXCLUDING SALISBURY, SPENCER AND EAST SPENCER, 1910-1950

Year	Population of Township Excluding Salisbury, Spencer, and East Spencer	Growth of Town- ship including the Cities	Population change in Town- excluding - cities.	
			Amount	Percent per decade
1910	5,262			
1920	1,928	4,502	-3,334	<u>1/</u> -74.0
1930	2,976	4,592	1,048	22.8
1940	3,821	2,958	845	28.6
1950	4,470	2,147	649	30.2

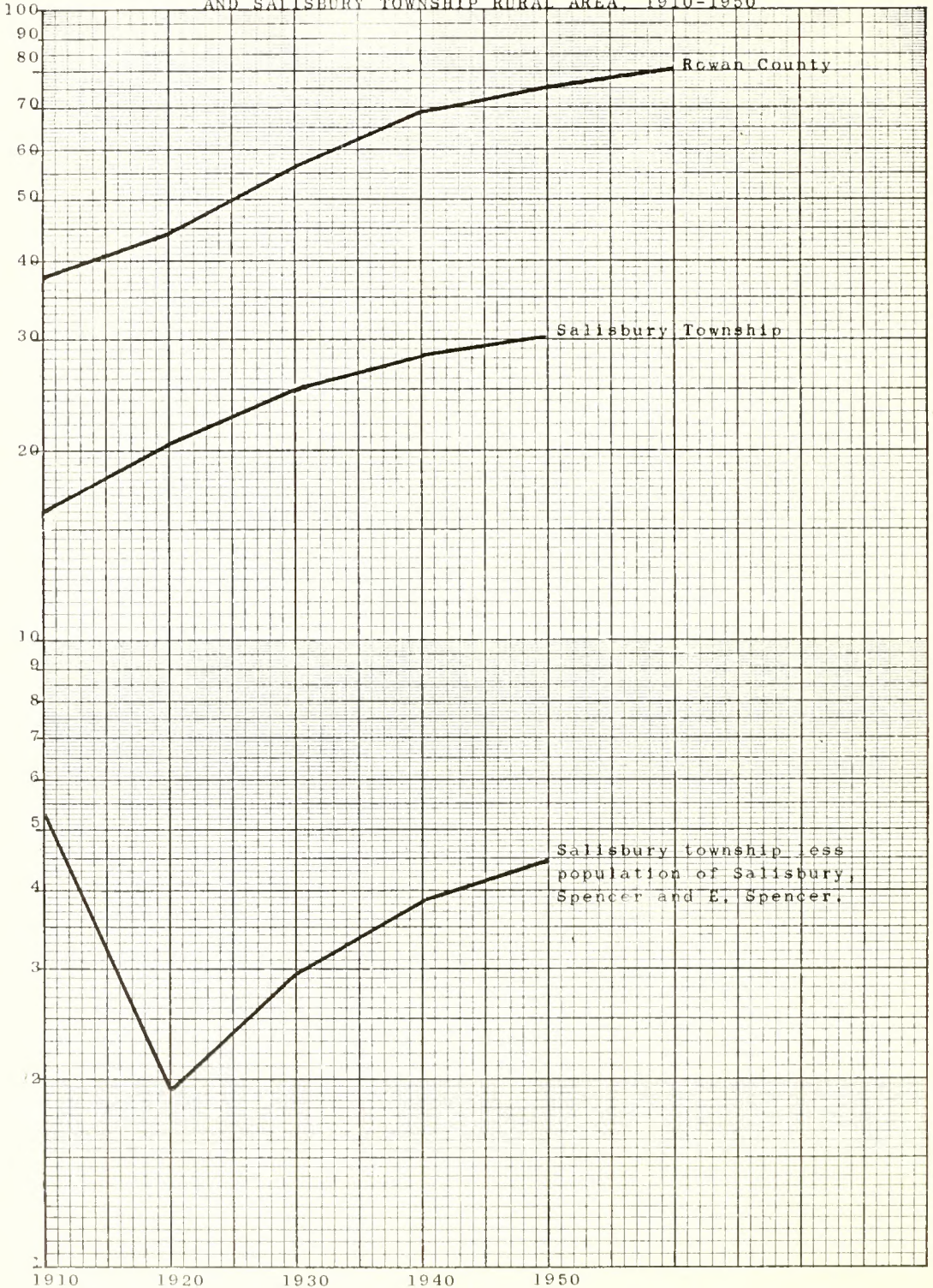
1/ Effects of Annexation in 1915.

Salisbury Township has averaged an increase of 3,350 individuals per decade since 1910. If it is assumed that this same trend has continued, then the 1960 population of Salisbury Township will be about 33,600. The proportion of population outside of the three cities in the township has been as follows:

- 1910 - 48.7%
- 1920 - 9.4%
- 1930 - 11.8%
- 1940 - 13.6%
- 1950 - 14.8%

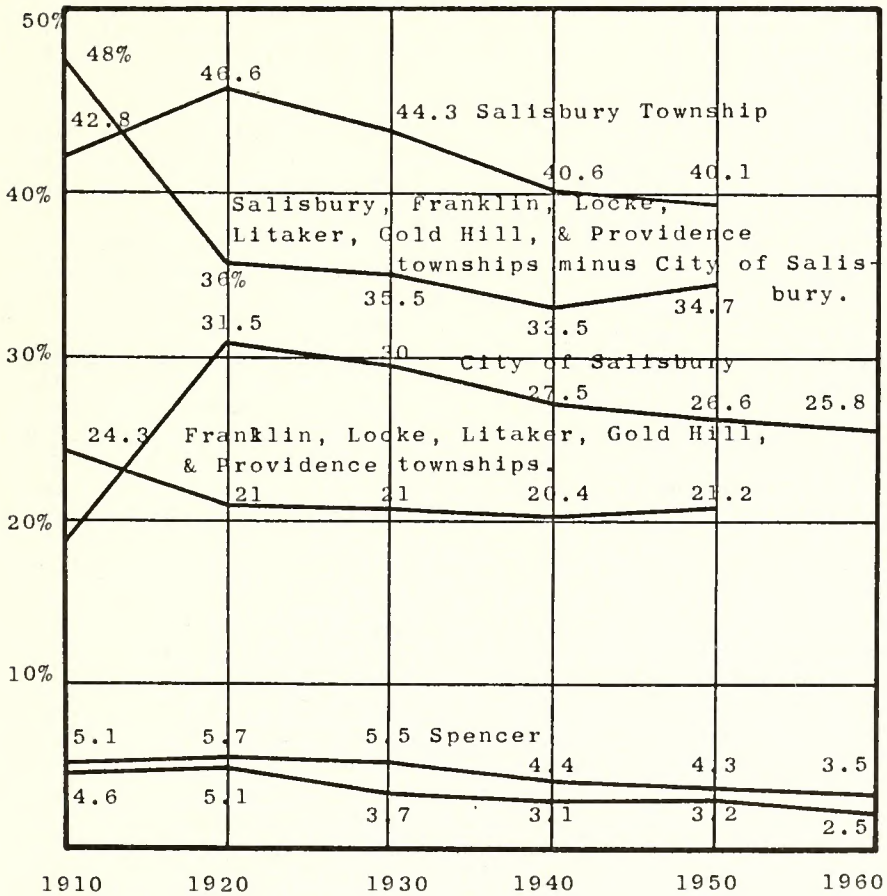
It may be observed that the proportion of "outside" population

(000) CHART 2. POPULATION CHANGES IN ROWAN COUNTY, SALISBURY TOWNSHIP, AND SALISBURY TOWNSHIP RURAL AREA, 1910-1950



Source: U. S. Bureau of the Census.

CHART 3. POPULATIONS AS PERCENT OF ROWAN COUNTY.



of the township has averaged a gain of 1.8% per decade since 1920 (ignoring the effects of annexation between 1910 and 1920). Therefore, adding this average gain to the 1950 proportion of 14.8%, the estimated proportion of the Salisbury Township population outside of the municipalities would be 16.6% or 5,579 individuals. This would be a gain of 1,109 over the 1950 population of the township outside of the three municipalities. This estimate may be used as a "high" estimate, because the population of the entire township has been increasing at a declining rate. A low estimate may be obtained by simply taking the average gains of the last two decades, 1930-40, and 1940-50, and adding this average to the 1950 township population to secure a 1960 estimate, and estimating 16.6% of the resulting population live outside of the three cities. Doing so, one finds an estimated 1960 population for Salisbury Township of 32,810 with 5,446 people estimated to be living outside of Salisbury, Spencer, and East Spencer, but within the township.

Now, by plotting the "outside" population of Salisbury Township on logarithmic paper in comparison with the total population of the township and Rowan County, the relative rates of growth are disclosed. In Chart 2 it will be seen that the growth of population outside of the township has proceeded at a steeper rate or somewhat faster than the population of the township as a whole or that of Rowan County, documenting the observation that there has been a "build up" of the area around the corporate limits of Salisbury, Spencer, and East Spencer. This build-up has averaged about 850 persons per decade between 1920 and 1950. There is some evidence, based on present estimated populations, that since 1950 this outside area has gained approximately 1,109 individuals, indicating an acceleration of the build-up. The westerly boundary of Salisbury Township is very close to the western city limits; therefore, most of the population of the township outside of the cities must be located generally to the south and east.

Trends in the Other Townships. The combined population of Franklin, Locke, Litaker, Gold Hill, and Providence townships-- which surround Salisbury--increased by 6,893, or 70% of their 1910 base population, between 1910 and 1950. Franklin township experienced the largest actual gain in population-- 1,958 people. The five townships are shown in following table in order of the amount of increase in population during the forty-year period.

The largest gains in the population of the townships occurred between 1920 and 1940. Referring to Chart 1 one may see the fairly sharp population upsurge that took place between those years, especially between 1920 and 1930. Chart 1 shows the actual growth of the townships compared with Salisbury township and Salisbury City. These five townships show a growth rate consistent with the rate of growth of the county. The inconsistent increase in rate of growth in Franklin township between 1940 and 1950 probably reflects the influence of the suburban expansion of the city of Salisbury westward.



<u>Township</u>	<u>1910-1950 Amount Gained</u>
Franklin	1,958
Locke	1,452
Litaker	1,399
Gold Hill	1,173
Providence	911

In order of relative gain they are: 1910-1950

<u>Township</u>	<u>Percent Gain</u>
Litaker	72.6
Franklin	55.6
Gold Hill	48.2
Locke	42.6
Providence	42.0

Rowan County. From 1910 to 1960 the population of Rowan County increased by 44,294 or 118.0 percent.

The amounts of growth per decade may be seen in Table 1. The rate of growth in Rowan County has been very close to that of Economic Area 4-B and the state as a whole (see Chart 1). The population growth in Rowan County may be said to have been "normal" in that no sharp departures from state and subregional patterns have occurred.

Comparison of Population Proportions. One clue to what has happened in the past, population wise, is a comparison of how the population of a smaller area has changed in porportion to a larger area of which it is a part. Chart 3 displays the trends for several such relationships. Salisbury's population has declined steadily as a proportion of Rowan County's population--from 31.5 percent in 1920, after the annexation, to 25.6 percent in 1950. Salisbury township likewise has declined as a proportion of Rowan County from 46.6 percent in 1950. Both Spencer and East Spencer have declined proportionately also; Spencer, from 5.1 percent in 1910 to 3.5 percent in 1960, and East Spencer from 4.6 percent down to 2.5 percent.

The population of the five townships surrounding Salisbury, Spencer, and East Spencer declined from 24 percent in 1910 to 21.0 percent in 1920 and have held rather steadily at 21.0 percent to 1950. What all this implies is that Salisbury, Spencer, East Spencer and Salisbury township have not grown in population quite as fast, proportionately, as the county or the state, within their political boundaries. Growth normal for the county has occured in the area, but it has been mostly in the surrounding townships.

PRESENT AND FUTURE POPULATION

Rowan County. The N. C. State Highway Commission has made an extensive and careful population study of the state and counties, using techniques generally considered sufficient to yield accurate results as far as future populations are concerned. Briefly, past trends were examined and plotted to determine proportions of population among the counties in relation to the state and state in relation to the nation. Using long range projections of U. S. and regional population made by the Bureau of the Census, the past proportions were used to apportion future populations of the state and counties. The Division of Community Planning has extended this technique to sub-county populations.

According to the 1960 decennial census, the 1960 population of Rowan County is 81,815. This will mean a gain of 7,890 since 1950. Projections to 1980 are shown below:

ROWAN COUNTY, ACTUAL AND ESTIMATED FUTURE POPULATIONS		
Year	Population	Gain During Preceding Decade
1960	81,815	6,405
1970	92,700	9,400
1980	106,100	13,400

Salisbury Township. The population of Salisbury township is projected here as apportioned to the future growth of Rowan County, shown above, based upon the percent of Rowan County the township has averaged. Also, a projection based upon the average increase in population per decade within the township during the past forty years is shown.

ESTIMATED FUTURE POPULATION OF SALISBURY TOWNSHIP		
Estimated Population		
Year	Derived as Percent of Rowan County	Derived on Basis of Average Annual Increase
1960	35,098	33,808
1970	40,540	37,358
1980	47,018	40,908

These two sets of projections afford high and low estimates.

City of Salisbury, Spencer and E. Spencer. The 1960 population of these municipalities are shown on following page.

TABLE 4. POPULATION OF SALISBURY, SPENCER, AND E. SPENCER, 1960

Town	1960 Dwelling Units	Average No. of Persons Per Occupied Dwelling Unit, 1960	1960 Population
Salisbury	6,764	3.13	21,184
Spencer	1,015 <u>/1</u>	2.8	2,888
E. Spencer	626 <u>/1</u>	3.4	2,185
TOTAL	8,405	3.12	26,327

1/ Estimated to be the same as 1950 because of loss of population.

The projections for Rowan County are "tied" to projections of U. S. population projections made by the Bureau of the Census. The Census Bureau forecasts are as detailed and accurate as any. Future trends in Rowan County and municipal trends based on county growth are, therefore, related to expected national population trends.

In the planning process it should not be forgotten that when we speak of past and present populations of Salisbury and Spencer we are speaking of areas with flexible limits - that is, the city limits. What the population has done within these limits is not necessarily a perfect guide to follow in future expectations, and changes in municipal limits may affect population in more ways than mere increase.

TABLE 5. POPULATION PROJECTIONS FOR SALISBURY, SPENCER, AND ROWAN COUNTY, 1970-1980

Year	Rowan County	Salisbury			Spencer	
		(2)	(3)	(4)	(5)	(6)
1970	94,500	26,649	24,609	24,475	4,556	3,244
1980	109,600	30,907	30,028	28,536	4,988	3,713

- (1) N. C. State Highway Commission, ratio and apportionment based upon U. S. Bureau of the Census projections for the United States.
- (2) Based on average of 28.2% of Rowan County since 1920.
- (3) Based on average compound rate of growth 1910-1960.(1.51%)
- (4) Based on percent of Rowan County in 1960. (25.9%) .
- (5) Based on average of 4.7 of Rowan County from 1910-1960.
- (6) Based upon 1960 percent of Rowan County.(3.5)

Migration. Table 6, below, provides the basic data for estimating a crude migration measure for 1950 to 1960.

TABLE 6. LIVE RESIDENT BIRTHS AND RESIDENT DEATHS AND CRUDE RATES PER 1000 PERSONS, ROWAN COUNTY AND SALISBURY, N.C., 1950-57, WITH ESTIMATES TO JULY 1, 1959

Note: These rates not available for incorporated places with a population less than 10,000; therefore, Spencer is not shown here.

Year	Salisbury				Rowan County			
	Births /1	Birth Rate	Deaths	Death Rate	Births	Birth Rate	Deaths	Death Rate
1950	462	23.0	167	8.3	1,631	21.6	566	7.5
1951	450	22.3	199	9.8	1,744	22.9	521	6.8
1952	459	22.6	224	11.0	1,694	22.1	642	8.4
1953	494	24.2	203	9.9	1,844	23.8	585	7.6
1954	496	24.1	196	9.5	1,737	22.3	570	7.3
1955	495	24.0	184	8.9	1,765	22.4	575	7.3
1956	455	21.9	201	9.7	1,755	22.1	605	7.6
1957	480	23.0	215	10.3	1,730	21.7	705	8.8
1958*	474	23.1	199	9.7	1,738	22.4	596	7.7
1959*	474	23.1	199	9.7	1,738	22.4	596	7.7
TOTALS	4,739		1,987		17,376		5,961	
Average 1950-57	474	23.1	199	9.7	1,738	22.4	596	7.7

\* Estimated on basis of average rates.

1 / 1950 Births adjusted for births occurring before the Census count taken in April, 1950.

Source: N. C. State Board of Health, Annual Reports of Public Health Statistics Section, Part 2, 1950-1957.

According to the above table and the 1960 census, Salisbury had a net out-migration of 1,670 individuals and Rowan County lost 5,010 through net out-migration. Some of the out-migration from Salisbury may represent movement to suburbs.

## CHARACTERISTICS OF THE POPULATION

For planning purposes it is important to know the characteristics of a population as well as the total number.

In order to appraise the present and possible future social and economic structure and function of a community for planning, we would need to inspect the population in terms of households, families, age, sex, race, occupation and income.

Households and Families. Throughout the United States the decline in size of households has been persistent since 1870. In the United States as a whole, the average size household at that time, among the white population was 5.7 persons; in 1890 it was 4.8; in 1950 it was 3.4. Negro households have remained consistently larger than white, and rural households are generally larger than urban. The size of families appear to have declined steadily, but there are indications that, on a national level, the decline in size of families has slowed and perhaps stabilized. Between 1940 and 1950 the number of households among white people increased 30 percent in urban and rural-nonfarm areas; whereas in rural farm areas the number of households decreased 17 percent. The movement away from farms has been more pronounced among the nonwhite population.

If the trend in number of persons per household has stabilized, we can predict fairly closely the number of dwelling units that will be needed in a community, basing the prediction upon future population estimates. Table 7 presents the picture.

During the various census periods the Census Bureau has used several definitions of households; however, it states that dwelling units and households are sufficiently similar to be comparable.

It is estimated, as shown in Table 7, that in 1960 there are 8,405 households in Salisbury, Spencer, and East Spencer. The Bureau of the Census has released figures only for Salisbury, and whereas we know for certain that there were 6,764 housing units in Salisbury as of April, 1960, we do not know the actual count for Spencer and East Spencer. Because both of the latter towns lost population between 1950 and 1960, we may presume that little change has occurred in the number of housing units in those places.

The Division of Community Planning reports a count of all housing units in the planning area as 9,741; the planning area goes beyond the corporate limits of the municipalities. Subtracting the number of units known to be in Salisbury plus those estimated to be in Spencer and East Spencer, we find that 1,336 housing units are located around the periphery of the three corporate communities. This is outlined on the following page:

Salisbury housing units, 1960, Census count .....	6,764
Spencer, using 1950 figure .....	1,015
East Spencer, using 1950 figure .....	626
	<hr/>
	8,405
Total count, planning area .....	9,741
Less total for Salisbury, Spencer, and E. Spencer	<hr/>
	8,405
Total housing in planning area but not within the corporate limits .....	1,336

Estimates for the Planning Area. Assuming that the population per housing unit has stabilized at 3.4 (the average in the "outside" area will be a little higher than within the city), as it is believed to have stabilized on a national level, we can estimate the present and future number of dwelling units from the population estimates. Both of these are important factors in the economic characteristics of the planning area.

Multiplying the total number of dwelling units in the planning area by 3.4 produces an estimate of the total population of the planning area--33,119. The Salisbury City Directory lists about 38,000 living in the three municipalities, the area immediately adjoining, and on the rural mail routes. It follows that roughly 5,000 people live on the rural mail routes.

The estimated population of the planning area is now approximately 40 percent of the population of Rowan County. If the same rates of growth and ratio-to-county population continue, the future population of the planning area can be estimated by multiplying the projected county population by 40 percent, the results of which are outlined as follows:

Date	Estimated Population of Rowan County	Estimated Population of Planning Area
1960	81,815 (census)	33,119
1970	94,500	37,800
1980	109,600	43,840

Assuming that the ratio of population per household remains at 3.4, we may expect approximately the following number of dwelling units in the planning area:

Year	Number of dwelling units in the planning area
1960	9,741
1970	11,118
1980	12,894

Historical trends and future projections of the number of dwelling units and population per dwelling unit are summarized in Table Through the years the Bureau of the Census has changed its nomenclature so that households, dwelling units, and housing units are not the same; however, there is enough similarity for trends to emerge. As of the 1960 census, the term dwelling unit was changed to housing unit, with minor changes in criteria. In the table that follows, we are adopting the term housing unit for the sake of brevity, with the understanding that the data refer in some cases to dwelling unit definitions and in others to household definitions.

**TABLE 8. NUMBER OF HOUSING UNITS AND POPULATION PER HOUSING UNIT IN SALISBURY, SPENCER, AND EAST SPENCER, 1910-1960, WITH ESTIMATES TO 1980**

Year	SALISBURY		SPENCER		EAST SPENCER	
	Housing units	Population per unit	Housing units	Population per unit	Housing units	Population per unit
1910	1,520	4.5	*	*	*	*
1920	2,891	4.4	485	5.2	*	*
1930	3,691	4.2	649	4.8	*	*
1940	5,029	3.8	834	3.8	*	*
1950	5,764	3.3	1,015	3.2	626	3.9
1960	6,764	3.1	1,015 <sup>1</sup> / <sub>1</sub>	2.8	626 <sup>1</sup> / <sub>1</sub>	3.4
1970	7,838 <sup>2</sup> / <sub>2</sub>	3.4 <sup>3</sup> / <sub>3</sub>	1,112 <sup>4</sup> / <sub>4</sub>	3.4	694 <sup>5</sup> / <sub>5</sub>	3.4
1980	9,090 <sup>6</sup> / <sub>6</sub>	3.4	1,289 <sup>4</sup> / <sub>4</sub>	3.4	806 <sup>5</sup> / <sub>5</sub>	3.4

\* Data not available.

<sup>1</sup>/ Estimated to be practically the same as 1950; 1960 census data not available at time of publication.

<sup>2</sup>/ Population estimated at 26,649; See table 5.

<sup>3</sup>/ Population per unit set at what is expected to be the national leveling off point. Also, because the population of the city will probably increase by annexation, the higher figure usually found in the fringe area will raise the average.

<sup>4</sup>/ Based upon the assumption that Spencer's population will grow back to 4 percent of the population of the county (3,780).

<sup>5</sup>/ Based on the assumption that the population of East Spencer will remain at 2.5 percent of the county population.

<sup>6</sup>/ Population estimated at 30,907. See table 5.

TABLE 9. AGE AND SEX COMPOSITION OF THE POPULATION OF SPENCER, NORTH CAROLINA, 1930-1950

Age Groups	1950				1940				1930					
	Male		Female		Male		Female		Male and Female					
	No.	%	No.	%	No.	%	No.	%	No.	%				
Under 5	139	8.6	161	9.9	300	9.1	80	5.4	177	5.8	308	9.8		
5 - 19	330	20.4	306	18.8	656	19.6	418	28.4	913	29.7	1,130	36.1		
20 - 44	653	40.4	672	41.3	1,325	40.8	546	37.1	1,164	37.9	1,119	35.8		
45 - 64	555	22.0	566	22.5	721	22.2	563	24.7	692	22.5	485	15.5		
65 & over	138	8.6	122	7.5	260	8.3	65	4.4	126	4.1	86	2.8		
Totals	1,615	49.8	1,627	50.2	3,242	100.0	1,472	47.9	1,600	52.1	3,072	100.0	5,128	100.0

Source: U. S. Bureau of the Census.



Age, Sex and Race Characteristics of the Population. The composition of the population of Salisbury and Spencer is shown in Tables 9, 10, and 11 and illustrated in Charts 4 through 7.

Age 65 and Over. Inspection of Chart 6 reveals that between 1920 and 1950 the proportion of the population sixty-five years old and over increased steadily from 2.5% to 6.9%. This increasing proportion of the aged is a universal phenomenon throughout the United States. It has been brought about by better health care, primarily, and the trend will continue. Its implications for planning are: More and more people will inhabit the area, and provisions for their recreation, medical and nursing care, housing, and, indeed, employment should be considered. In 1950 there were 1,382 persons of age 65 and over in Salisbury and 260 or 8.1% in Spencer. The population of Spencer has experienced a somewhat faster rise in the proportion of people over 65 than has Salisbury. The nonwhite population of Salisbury has aged proportionately to the white population; of the total nonwhite population in 1950, 6 percent were age 65 and over. The nonwhite population of Spencer is too small for significant comparisons, there being only fifty-one nonwhite residents in all, and only one of these was over sixty-five in 1950.

Between the sexes in the sixty-five-and-over age category, the differences are comparable to national trends in that the females outnumber the males in Salisbury. The percent of males sixty-five and over was 2.8 and percent of the females was 4.1 in 1950. Spencer ratios, however, deviate from the usual in that there was 7.5 percent of the females (in 1950) and 8.6 percent of the males in the age group 65 years and over.

TABLE 10. AGE, RACE, AND SEX COMPOSITION OF THE POPULATION OF SPENCER, N. C.

Age Groups	1930		1940				1950			
	Male & Female		Male		Female		Male		Female	
	No.*	%	No.	%	No.	%	No.	%	No.	%
Under 5	308	9.8	80	5.4	97	6.1	139	8.6	161	9.9
5 - 19	1,130	36.1	418	28.4	495	30.9	330	20.4	306	18.8
20 - 44	1,119	35.8	546	37.1	618	38.6	653	40.4	672	41.3
45 - 64	485	15.5	363	24.7	329	20.5	355	22.0	366	22.5
65 and over	86	2.8	65	4.4	61	3.9	138	8.6	122	7.5
Totals	1,532	49.0	1,472	47.9	1,600	52.1	1,615	49.8	1,627	50.2

Source: U. S. Bureau of the Census.

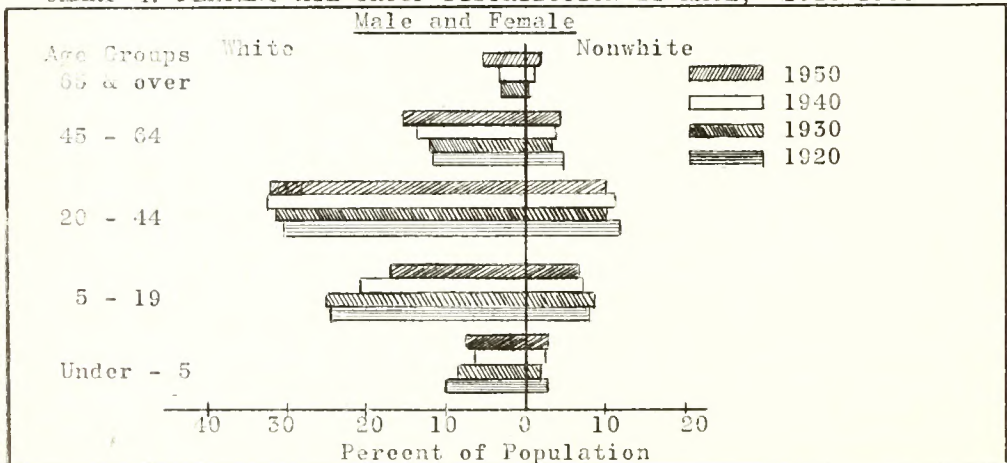
\* Analysis by sex not available in Census Data for 1930.

In 1940 the ratio of females to males in Spencer was 3.9 to 4.4 in that age group. One may suspect that this ratio is caused largely by the primary dependence of the town upon the railroad industry and the accumulation of retired workers.

Age 45 to 64. The number of persons between the ages of 45 and 64 has likewise increased in Salisbury and Spencer. In Salisbury the increase from 1930-1950 was from 15 percent to 19.5 and in Spencer from 15.5 to 22.5 - Spencer having a higher rate of increase. This increase in the 45-64 age group portends a continued increase in the 65-and-over group throughout the next twenty years--unless the economic situation in Spencer forces the migration of large numbers of elderly people. Since about two-thirds of the dwelling units in Spencer were listed as owner occupied in 1950 and considering sources of income from pension and retirement such an out migration seems unlikely. The most probable out migration, among the 45-65 age group, would be those from age 45 to 55 who are unable to retire or maintain employment. The ratio of male to female is about equal between ages 45 to 55.

Age 20-44. Looking now at the group age 20-44, we find in Salisbury an almost static situation. The percentages of total population from 1920 to 1950 have been 41.3, 40.3, 42.7, and 41.4. In Spencer in 1930, 35.8 percent of the population was in this age group, 37.9 percent in 1940, and 40.8 percent in 1950. This shows an increase of .5 percent over the twenty-year period. Spencer appears to have experienced a lower proportional net out-migration than has Salisbury. Until recently, employment in Spencer was relatively stable, although there were cutbacks during the depression. The people between the ages of 20 and 44 constitute the bulk of the work force, and it is somewhat surprising that the proportion in this group has increased, even during the depression years.

CHART 4. PERCENT AGE GROUP DISTRIBUTION BY RACE, 1920-1950



The proportion of nonwhite in this age group in Salisbury decreased 1.3 percent between 1920 and 1950; the whites increased 1.5 during the same period. As for male - female differences, females showed a net gain of about 1 percent, and males showed a net decrease of about 1 percent.

Age 5-19. The sharpest decreases are discernable in the age category 5-19. In Salisbury the proportion dropped from 31.0 percent in 1920 to 22.5 percent in 1950, reflecting in part, the decrease in birth rate during the 1930's. In Spencer the drop was from 36.1 to 19.6 percent of the total population. Among nonwhites, it decreased from 7.7 to 6.4 percent of the total population during the same period.

The 1950 census reveals the effects of the World War II "baby boom". The population under five years of age in the 1950 census are all now (in 1959) of school age, ranging in age from 9 to 14. The proportional increase in the population under five began between 1940 and 1950, for the percent under five in 1940 in Salisbury was 7.9 and 9.7 percent in 1950. This was a gain of 1.8 percent or 451 individuals. Actually the "baby boom" did not hit Salisbury full force until 1946 when the number of births jumped to 434 from 294 in 1945. Since 1946 the number of births per year has increased slowly to a peak of 496 in 1954. (Data on number of births per year are not available for Spencer.) According to the latest available data, the number of births per year has dropped slightly to 480 in 1957. Among the nonwhite population under five there has been little change in the proportion since 1920.

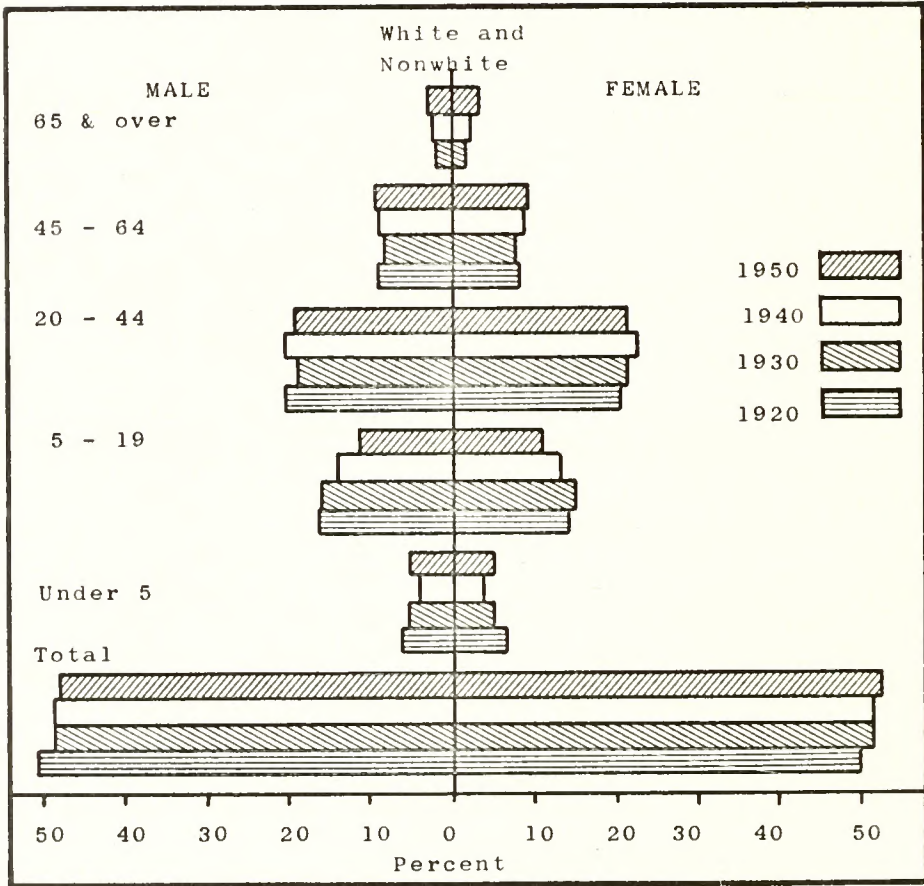
Summary. During the next twenty years in Salisbury and Spencer, if the past trends continue without upset caused by radical migration, certain general trends can be predicted. The proportion of the population under 45 will continue to decrease. During the past thirty years the rate of increase as well as the number of persons in the upper age levels has increased each decade since 1920.

From 1960 to 1980 probably the percent in age 5-19 will decrease slightly from approximately 22 percent. The increase in births occurring from 1946 will produce an upturn in the trend for that age group. The birth rate since 1950 has decreased slightly in the latter part of the present decade. It is probable that the percent of the population under five will probably stabilize at roughly 10 percent following the upward trend since 1940.

The largest segment of the population, those between 20 and 44, will probably number around 40 percent. The proportion in this category in Salisbury has remained at about that figure since 1920; whereas in Spencer the proportion has risen approximately 5 percent, from 36 percent in 1930 to 41 percent in 1950.

If these estimated proportions are applied to the estimated population of the planning area, the composition of the population will be as shown in Table 12. A small increase in the proportion

CHART V

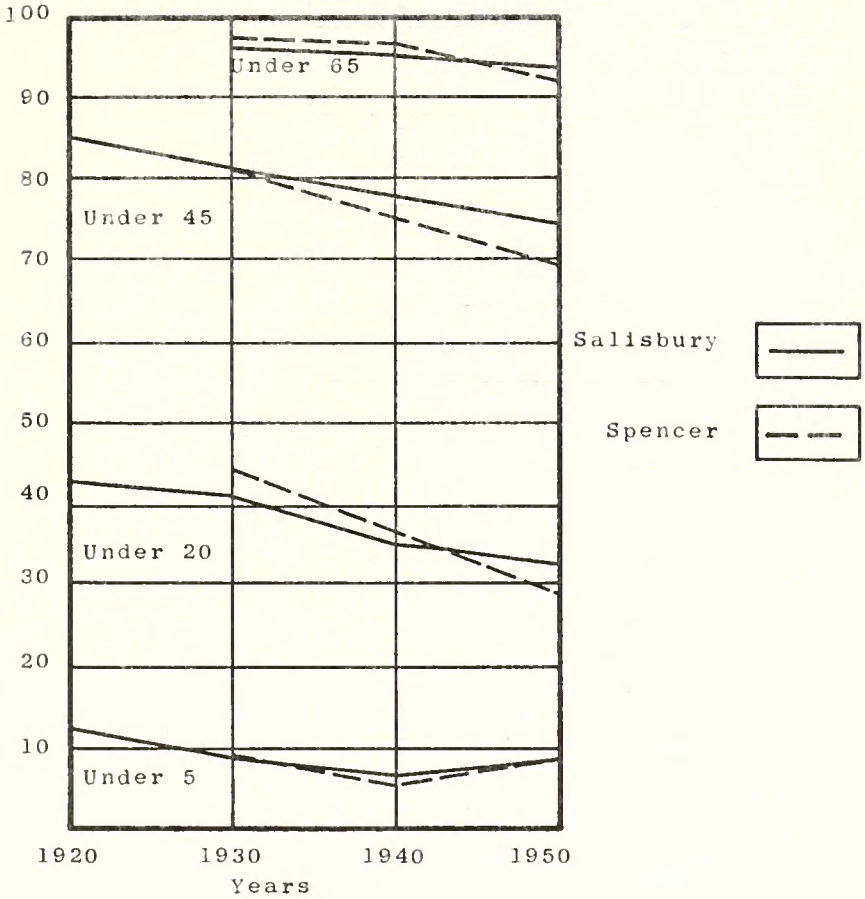


Male and Female Distribution of the Population of Salisbury, N. C. by Age Groups, 1920-1950.

(Note: 1920 Census Data for Age Groups over 45 not available.)

CHART VI

Percent



Percent of Population under Designated Ages, Salisbury and Spencer, 1920-1950.

TABLE 11. CHARACTERISTICS OF THE POPULATION OF SALISBURY BY AGE GROUPS, 1920-1950, AND CHANGES BETWEEN DECADES

AGE GROUPS	1920*		Change 1920-30		1930		Change 1930-40		1940		Change 1940-50		1950	
	No.	Per-cent	No.	Per-cent	No.	Per-cent	No.	Per-cent	No.	Per-cent	No.	Per-cent	No.	Per-cent
Under 5	1,642	11.8	10	.6	1,652	9.8	-144	8.7	1,508	7.9	451	29.9	1,959	9.8
5 - 19	4,509	31.0	996	23.1	5,505	31.3	-138	-2.6	5,167	27.1	-657	-12.7	4,510	22.4
20 - 44	5,730	41.3	1,101	19.2	6,831	40.3	1,294	18.9	8,125	42.7	197	2.4	8,322	41.4
45 - 64	2,173	15.9	979	45.0	2,565	15.1	785	30.6	3,350	17.6	579	17.3	3,929	19.5
65 and over	---	---	---	---	587	3.5	300	51.1	887	4.7	495	55.8	1,382	6.9
TOTALS	13,884	100.0	5,086		16,940	100.0	2,097		19,037	100.0	1,065		20,102	100.0

Source: U. S. Bureau of the Census.

\* Age groups for cities with less than 25,000 population not given in census publications prior to 1920.

<sup>1</sup>/Thirty individuals of "unknown" age were listed in 1920. These were added to the "45 and over" group for that year on the premise that probably most individuals of unknown age among the aged.

of those over 45 is provided in order to "age" the population somewhat more than at the present time.

TABLE 12. ESTIMATED COMPOSITION OF THE POPULATION OF THE SALISBURY - SPENCER PLANNING AREA, 1960-1980.

Age Groups	1960		1970		1980	
	Number	Percent	Number	Percent	Number	Percent
Under 5	3,615	10	3,601	9	4,281	9
5 - 19	7,953	22	8,403	21	9,513	20
20 - 44	14,822	41	16,405	41	19,026	40
45 - 64	7,231	20	8,403	21	10,464	22
65 & over	2,531	7	3,201	8	4,282	9
TOTAL	36,152	100	40,013	100	47,566	100

For comparison, the trends in percent distribution of age groups for the entire state of North Carolina are shown in Table 13

TABLE 13. PERCENT DISTRIBUTION OF THE POPULATION OF NORTH CAROLINA BY AGE GROUPS, 1900-1950.

Age Groups	1900	1910	1920	1930	1940	1950
Under 5	15.0	15.1	14.0	12.3	10.5	12.3
5 - 19	37.6	36.5	36.9	37.0	33.2	29.0
20 - 44	31.6	32.6	33.0	34.1	37.8	37.7
45 - 64	12.2	12.2	12.1	12.9	14.0	15.4
65 & over	3.5	3.5	3.9	3.8	4.5	5.6

(Note: Some columns do not sum 100 because of unreported ages of small numbers of individuals.)

One may observe that Salisbury and Spencer have had a generally lower proportion of people under age 19 than has the state as a whole, and a higher proportion of the group age 20 and above. The state figures, of course, reflect the predominance of rural characteristics.

The urban and rural-nonfarm age distribution of the population of the state in 1950 was as follows:

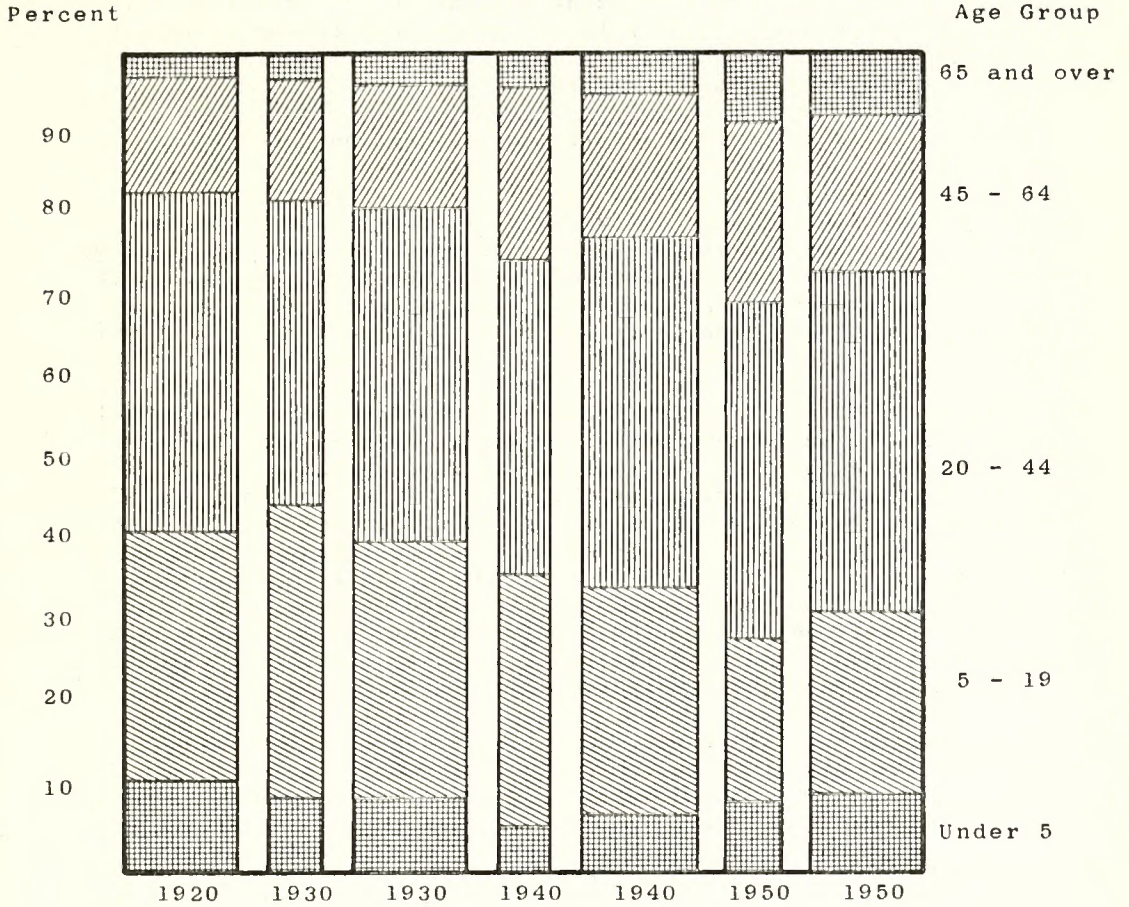
Age Groups	Urban Percent	Rural-Nonfarm Percent	Average Urban and Rural Nonfarm
Under 5	11.0	13.5	12.2
5 - 19	23.6	28.1	25.8
20 - 44	42.8	39.8	41.3
45 - 64	17.2	13.4	15.3
65 - over	5.4	5.2	5.3

A comparison of the strictly urban population of Salisbury and Spencer with the urban population of the state reveals that the two towns have a lower proportion of the population under age 20 than the state, about the same proportion in the middle range, from 20 to 44, and a higher proportion of those over 45.

These trends suggest the likelihood of out-migration of younger people. However, the birth rate in Salisbury has been consistently lower than the average birth rate in thirty cities in North Carolina with a population of 10,000 or more. From 1940 to 1945 the birth rate in Salisbury averaged 4.2 per thousand less than the average of the other cities; from 1950 to 1957 it averaged 4.7 per thousand less. Both the comparatively low birth rate and out-migration are doubtless factors producing the lower proportion of the population under age 20. As one Salisbury citizen exclaimed, "This should not indicate a great exodus running away from home; rather, it points out what we already suspect: many of our young people, especially our high school graduates, are leaving Salisbury in search of better jobs elsewhere." This is also believed to apply to college graduates and the younger half of the 20 to 44 age group.



CHART VII. PROPORTION OF THE POPULATION OF SALISBURY  
IN EACH SPECIFIED AGE GROUP, 1920-1950  
Narrow Bars Show Proportions in Spencer, 1930-1950.



Source: U. S. Bureau of the Census.

## T H E E C O N O M Y

The popular definition of the "economy" of a community is usually restricted to generalities concerning "prosperity" and identification of the main kinds of economic activity. Thus one hears: "It's a prosperous manufacturing town" or "a thriving agricultural trade center". As a rule, a prosperous economy is thought to be synonymous with population growth so that a "growing, prosperous community" is a standard phrase.

Economies is not only a complicated subject but also a controversial one. Broadly speaking, there are three phases--the descriptive, the analytical and the social. The descriptive phase involves data, statistics and inventory of economic activities; it tells what. The analytical phase goes more into the how and why. Socio-economics then, raises the additional question: should? There are wide differences of opinion among economists in regard to many cause-and-effect relationships. The economist who tries objectively to discover relationships, regardless of good or bad social implications, is "up the creek" when he tackles the economy of the small community, for data and basic research are inadequate, and the whole framework is, as one expert puts it, fuzzy. We simply do not know much about the economy of the small community. Until a system of national accounts was devised in the early 1930's our knowledge of the economy of the entire nation was also fuzzy. Now we have some very good over-all national indicators, yet some big gaps remain in the ability to relate the little economies to the larger economy. Furthermore, the nation's economy is, in large measure, the total of all the little economies; the little economies are subject to the fluctuations of national and international economics. The situation, then, becomes a huge chicken-and-the-egg riddle.

This section of the report is not intended as a treatise on economies. The foregoing remarks were included to face the fact that the economic report on the local economy is restricted to description and gross analysis. Only an intensive and expensive research effort can analyze the Salisbury areas' economy in depth, and even then projection of the economy into the future means putting a trend through a jungle of unknown and unforeseeable influencing factors. Certainly one of the most important of these factors is the decision making processes of the community's citizens, leaders, and officials. This is merely a way of saying that the economic life of the community does not proceed completely subject to the whims of outside influences. Economic affairs can be organized and directed along broad courses of action. After all, the "economy" is the emulation of human wants and the efforts made to satisfy them. The economic analyst studying a community, however, can not decide for the community. He can not preach his own particular socio-economic convictions unless requested to do so. For these reasons, future economic developments in the community should not be forecast with any greater claim of accuracy than is implied

in the statement: This is the way things may go if past trends continue.

It is probably not amiss to assume, though, that the community's citizens all want what they consider to be a high standard of living; that they are willing to make an effort to satisfy their desires, and that the community wants at least to keep up with the state in terms of income stability, distribution, per capita income, balance of trade and other measures of activity.

The economy of the small area is not only closely linked with the national economy, but also the population and the economy of the community are interdependent to some extent. As a rule, population growth accompanies economic growth, but the rule is not inflexible.

It has been estimated that for every new manufacturing employee added to a city an additional seven people come into the community, either as members of the employee's family or as workers in service activities. There is no question but what manufacturing growth stimulates population growth. But manufacturing is not solely responsible for city growth. A city's mere proximity to metropolitan influences in surrounding areas can produce growth, just as it can produce shrinkage.

Population growth is commonly considered an a priori indicator of economic prosperity. An extreme example serves to demonstrate that this is not always the case: Suppose the population over a ten year period increases by 3,000 and that all of the increase comes from in-migration of unskilled workers (plus their families) who draw rock-bottom wages. These newcomers will, of course, pay rent and make purchases in order to live; however, it is probable that they might require community services out of proportion to their tax contributions. Or, a rapidly swelling population of relatively prosperous families can force a city into borrowing unwisely until taxes and service tolls can be brought into balance. The sheer necessity of providing some kind of housing may result in a poor environment which may deteriorate into slums in a few years. Again, a prosperous populace may be served by a destitute governmental structure, or the affluence of a relatively small group may hide the poverty of the majority.

The foregoing examples can be expanded ad infinitum, begging the question: Just what is optimum growth, and just what is meant by a "good" economy? The struggle to answer these questions has not yet resolved adequate independent standards; indeed, such pat criteria may never be resolved. In the final analysis, economic conditions are relative and we make judgements mostly by comparison.

We are, then, forced to examine Salisbury, Spencer and East Spencer by using available information, comparison, and by assaying the community in its regional environment. One of the best indicators--and one of the most poorly documented--is income.

## INCOME

Income distribution among the population of Salisbury and Spencer is shown in Table 14. The only readily available and comprehensive sources of data pertaining to income in Salisbury and Spencer are the U. S. Census publications and the annual Survey of Buying Power issue of Sales Management magazine. Data from these two sources are not based upon similar definitions and are therefore not strictly comparable. Actually, through statistical techniques, the Sales Management research staff has projected the basic 1950 Bureau of the Census income data to 1958. Sales Management reports income after taxes; the Census reports income before taxes. Comparison of 1940 and 1950 Census income data to establish trends is of doubtful value. The 1950 Census is much more inclusive than was the 1940, and the two are not very comparable. Nor are income data from other sources, such as the Department of Commerce or the Bureau of Old Age and Survivors Insurance. They are not reported on the same basis as census data. Some studies of income on a county basis have been made in North Carolina and these data are reported below. It should be mentioned, also, that the Census income figures are actually highly refined estimates based upon a 20 percent sample of the population. Most people guard closely the facts concerning their income, and the Census Bureau indicates that income reported in the 1950 Census is probably low for several reasons: (1) Some people do not report income, (2) some overlook income other than regular wages, and (3) actual figures for income over 10,000 are not solicited. The Census Bureau, however, makes the best adjustments feasible to allow for these discrepancies. For some small areas, the Census does not report income for any other category than "Families and unrelated individuals." Families alone are reported separately for other areas. "Families and unrelated individuals" includes all persons living in a dwelling unit, whether related or not. "Families and unrelated individuals" and "households" are, by Census definition, the same.

Income Distribution in 1949. In the 1950 Census of Income there are fifteen income classes showing the number of families or families and unrelated individuals in each class. For convenience, these have been combined into nine classes for presentation in Table 14 and illustration in Charts 8 and 9.

Household income analysis for 1958 by Sales Management does not include Spencer; however, the class frequencies for Salisbury are shown in Table 13 and Chart 10 .

Family Income, 1949. The most obvious fact concerning income distribution for the population as a whole in Salisbury in 1949 is the concentration of families in the \$2,000 to \$5,000 income class. There we find 53.7 percent of the families. The median income of families in 1949 was \$3,078. (The median income is the value of the middle income when incomes are arranged according to size. The median is a better measure of centralization than the average here,

because it is not affected by extreme values of "open end" categories such as the \$10,000 and over group.) Of the 51 North Carolina urban places with populations of 10,000 or more in 1950, only five had a higher median family income than Salisbury. They were Burlington, Charlotte, Greensboro, Kannapolis, and Raleigh. The highest of these was Greensboro with \$3,505.

TABLE 14. NUMBER AND PERCENT FAMILIES AND UNRELATED INDIVIDUALS BY INCOME CLASSES, SALISBURY AND SPENCER, 1949.

INCOME CLASSES	Salisbury						Spencer	
	Families		Families & Unrelated Individuals		Nonwhite, Families & Unrelated Individuals		Families & Unrelated Individuals	
	No.	%	No.	%	No.	%	No.	%
0 to 999	715	12.5	1,810	23.7	870	48.6	125	11.6
1,000 to 1,999	780	13.6	1,150	15.0	385	21.5	165	15.3
2,000 to 2,999	1,215	21.3	1,435	18.8	285	15.9	165	15.3
3,000 to 3,999	1,110	19.4	1,185	15.5	90	5.0	225	20.9
4,000 to 4,999	745	15.0	770	10.1	25	1.4	195	18.1
5,000 to 6,999	625	10.9	635	8.3	30	1.6	125	11.6
7,000 to 9,999	230	4.0	245	3.2	10	.8	45	4.2
10,000 & over	165	2.9	175	2.3	5	.4	5	.4
Not Reported	130	2.2	235	3.1	90	5.0	25	2.3
Median Income in Dollars	3,078	---	2,467	---	966	---	3,304	---

Source: U. S. Census, 1950.

A rough average income can be calculated for families with less than \$10,000 income if we assume that the midpoint of each income class is the average for the families within the group. The average family income in Salisbury was \$3,063, figured thusly.

About 26% of the Salisbury families were in the income groups with less than \$2,000. About 18 percent had incomes of \$5,000 or more. About 2.2 percent did not report an income.

CHART 8. PERCENT OF FAMILIES AND UNRELATED INDIVIDUALS IN VARIOUS INCOME GROUPS, SALISBURY AND SPENCER, 1949

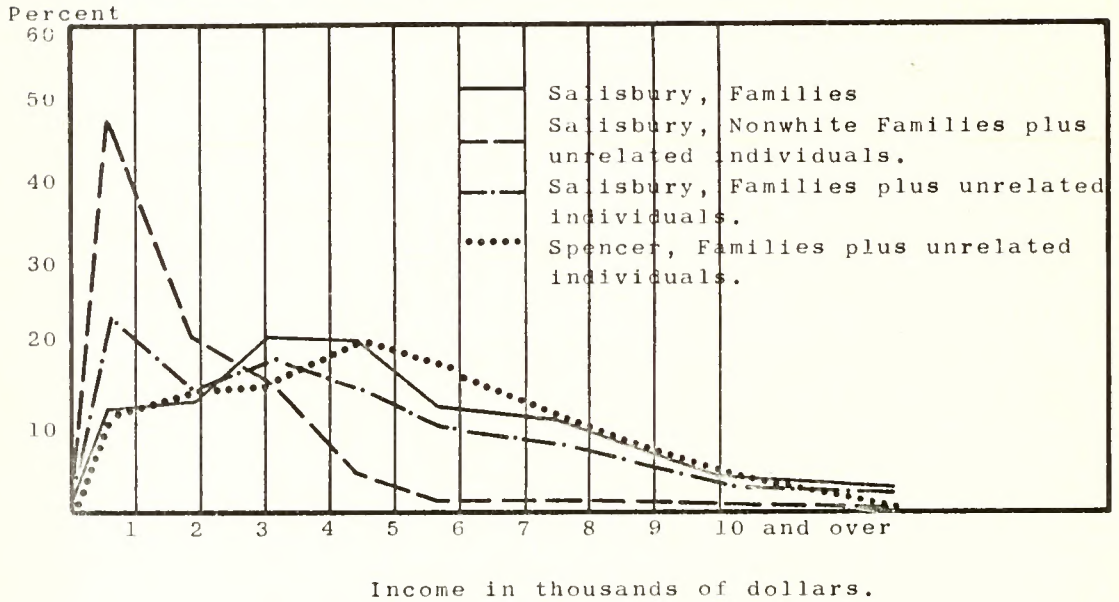
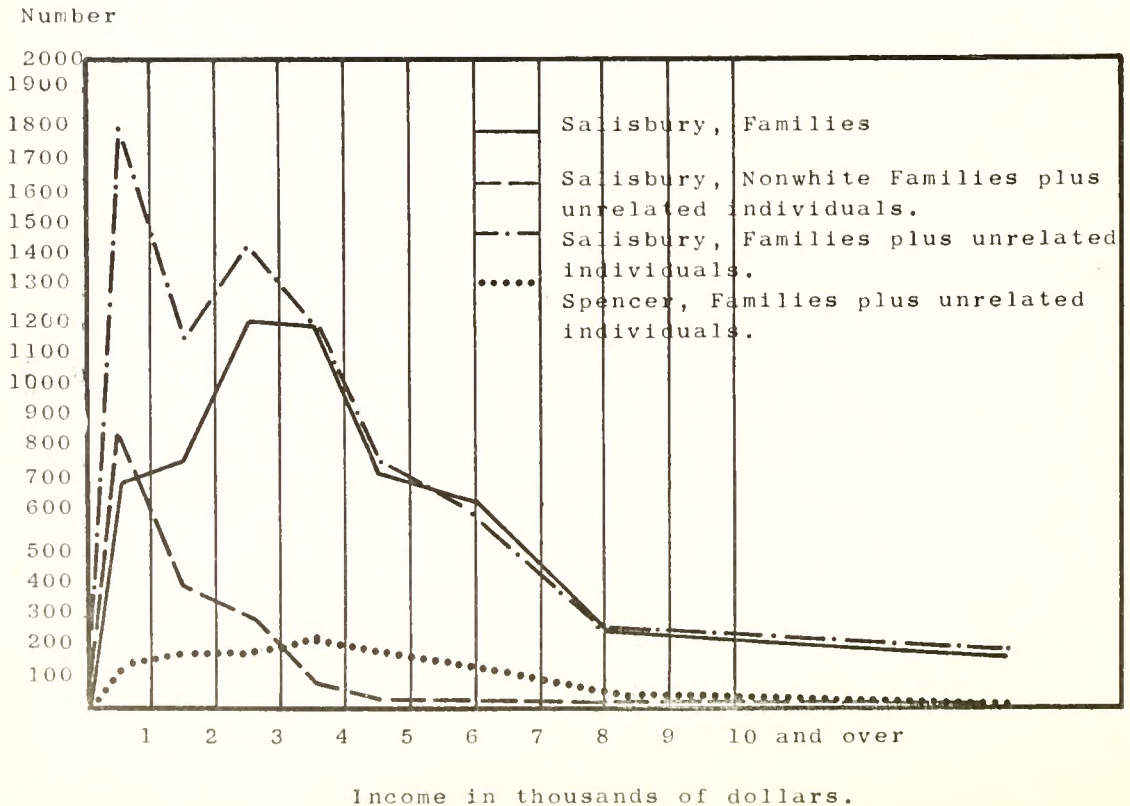


CHART 9. NUMBER OF FAMILIES AND UNRELATED INDIVIDUALS IN VARIOUS INCOME GROUPS, SALISBURY AND SPENCER, 1949



A comparison of Salisbury family income with North Carolina urban family income distribution is shown below for the three groupings mentioned.

Income Group	Percent of Salisbury Families	Percent of North Carolina Urban Families
0 - 2,000	26	32
2,000 - 5,000	56	50
5,000 & over	18	18

Families and Unrelated Individuals. In order to make further comparisons it is necessary to examine the distribution of income among families and unrelated individuals. Income distribution data for non-white families and Spencer families are not available.

The charts show that obviously the bulk of the unrelated individuals have incomes of less than \$3,000 per year. There were 1,925 unrelated individuals listed in the Census; 1,685 of these or 57.5 percent of all unrelated individuals listed had incomes of less than \$3,000. Although the census data do not separate nonwhite unrelated individuals from nonwhite families, it is probable that most of the unrelated individuals in the lowest income classes are nonwhite.

Nonwhite. In Salisbury, 86 percent of the nonwhite families and unrelated individuals had incomes of less than \$3,000 per year, and 70 percent had incomes below \$2,000. Dividing the nonwhite into lower, middle, and upper income groups -- \$0 - 2,999, 3,000 - 4,999, and 5,000 and over, the distribution of the nonwhite Salisbury population would be as follows:

NONWHITE		
Income Group	Number Families and Unrelated Individuals	Percent
Low - 0-2,999	1,540	86.0
Middle - 3,000-4,999	115	6.4
Upper - 5,000 & over	45	2.8
Not Reported	90	5.0
TOTAL	1,790	100.2

(Percent does not total 100 due to individual rounding.)

Spencer. The distribution of families and unrelated individuals according to income has its own distinctive pattern. The median income in 1949 was \$3,304 -- higher than Salisbury's. There were less than 100 nonwhites living in Spencer. The distribution of population is rather even on both sides of the median income value, as is shown in Chart 9. Using the same low, medium, and upper gross classifications, the distribution in Spencer was as follows:

Income Classes	Families and Unrelated Individuals	Percent
Low - 0 - 2,999	455	42.2
Medium - 3,000 - 4,999	420	39.0
Upper - 5,000 & over	175	16.2
Not Reported	25	2.3

We have examined the family income distribution in Salisbury. The distribution of families and unrelated individuals is somewhat different in Salisbury. The weight of unrelated individuals shifts the distribution of people toward the lower income brackets. The distribution of Salisbury families and unrelated individuals among lower, middle and upper income groups according to race is shown below:

Income Classes	White		Nonwhite	
	Number	Percent	Number	Percent
Low 0 - 2,999	2,855	48.9	1,540	86.0
Middle - 3,000 - 4,999	1,840	31.4	115	6.4
Upper - 5,000 & over	1,010	17.2	45	2.8
Not Reported	145	2.5	90	5.0
TOTAL	5,850	100.0	1,790	100.0

The separation of races by families and unrelated individuals does not appreciably raise the proportion of the lower income class among whites; whereas, addition of unrelated individuals to families, as shown in Charts 8 and 9 does raise the proportion. This leads to the conclusion that most of the low-income unrelated individuals are nonwhite.

Household Income. The most recent data on income in Salisbury appears in Sales Management Survey of Buying Power, May 10, 1959. These data are presented by household units (See Table 13 and Chart 10.)

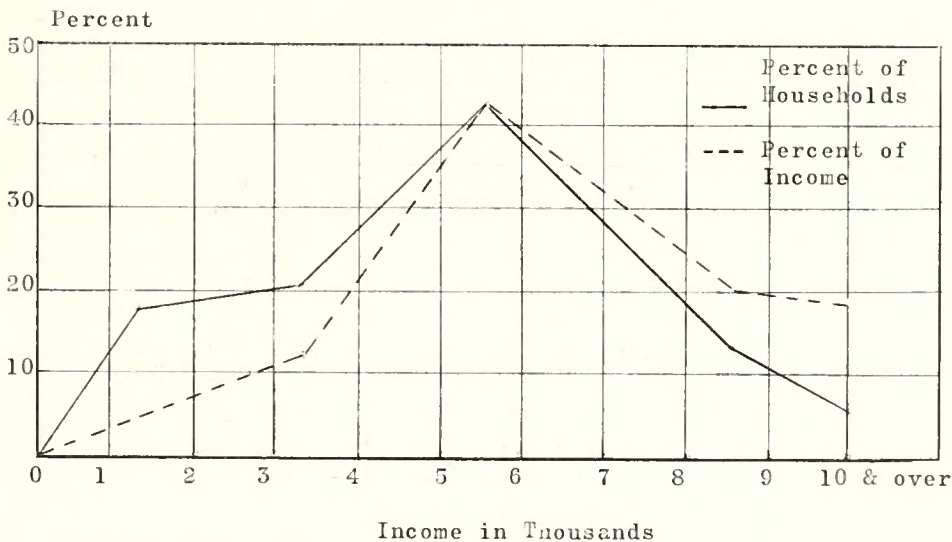


Sales Management does not furnish data for Spencer. As stated on preceding page, households cannot be compared closely with family or family and unrelated individuals in order to establish trends.

In sum, the Salisbury people had a rather good income situation relative to the state averages. The 1960 census will reveal changes that have taken place within the past ten years. Spencer was, in 1950, largely a one-industry town, which accounts for the rather even distribution of income about the middle range. Doubtless the closing of the shops will "skew" the distribution toward the lower brackets somewhat, as of 1960.

One undocumented but reasonable observation of Salisbury's better-than-average income pattern is that the people are "hard-working, industrious, and thrifty individuals, many of whom work not only for salaries, but also at home in farming or some other part-time enterprise.

CHART 10. DISTRIBUTION OF HOUSEHOLDS AND INCOME BY INCOME CLASSES IN SALISBURY, 1958.



(Copr. 1959, Sales Management Survey of Buying Power, further reproduction not licensed.)

TABLE 15. TOTAL CONSTANT DOLLAR PERSONAL INCOME IN NORTH CAROLINA AND COUNTIES OF ECONOMIC AREA NO. 4-B, 1939-58

Explanation: Constant dollars are used to reduce the effects of inflation upon trends. Constant dollars are current dollar income, divided by the Consumer Price Index (1947-49=100.0) published by the Bureau of Labor Statistics, U. S. Department of Labor. This measure provides a closer approach to real income and purchasing power than current dollar figures.

Area	TOTAL CONSTANT DOLLAR PERSONAL INCOME (Dollars in thousands)					
	1939	1947	1950	1954	1958	% Incr.
N. Carolina	1,870,570	3,530,390	4,601,946	4,580,226	5,098,785	172.6
<u>Counties</u>						
Cabarrus	42,488	83,142	96,466	82,095	88,503	108.3
Catawba	50,328	59,923	72,919	82,071	95,331	214.3
Iredell	24,726	51,568	55,999	55,464	73,887	198.8
Rowan	36,699	66,871	68,854	72,103	89,033	142.6
Stanly	17,200	30,125	33,777	35,324	42,879	149.3

Source: Data from 1939 through 1954 from Barclay G. Jones, Personal Income Estimates for North Carolina Counties, School of Business Administration, University of North Carolina, 1957; 1958 data taken from a special study in 1960 by the N. C. Department of Tax Research.

TABLE 16. ESTIMATED PERCENT OF HOUSEHOLDS AND INCOME IN VARIOUS INCOME CLASSES, SALISBURY AND ROWAN COUNTY, 1958

Income Classes	Salisbury		Rowan County	
	Percent of Households	Percent of Total Income	Percent of Households	Percent of Total Income
\$ 0-2,499	17.7	5.0	21.3	6.7
2,500-3,999	20.5	12.4	23.5	15.8
4,000-6,999	43.0	43.5	40.8	46.1
7,000-9,999	13.3	20.5	10.9	18.7
10,000 & over	5.5	18.6	3.5	12.7

(Copr. 1959, Sales Management Survey of Buying Power; Further reproduction not licensed.)

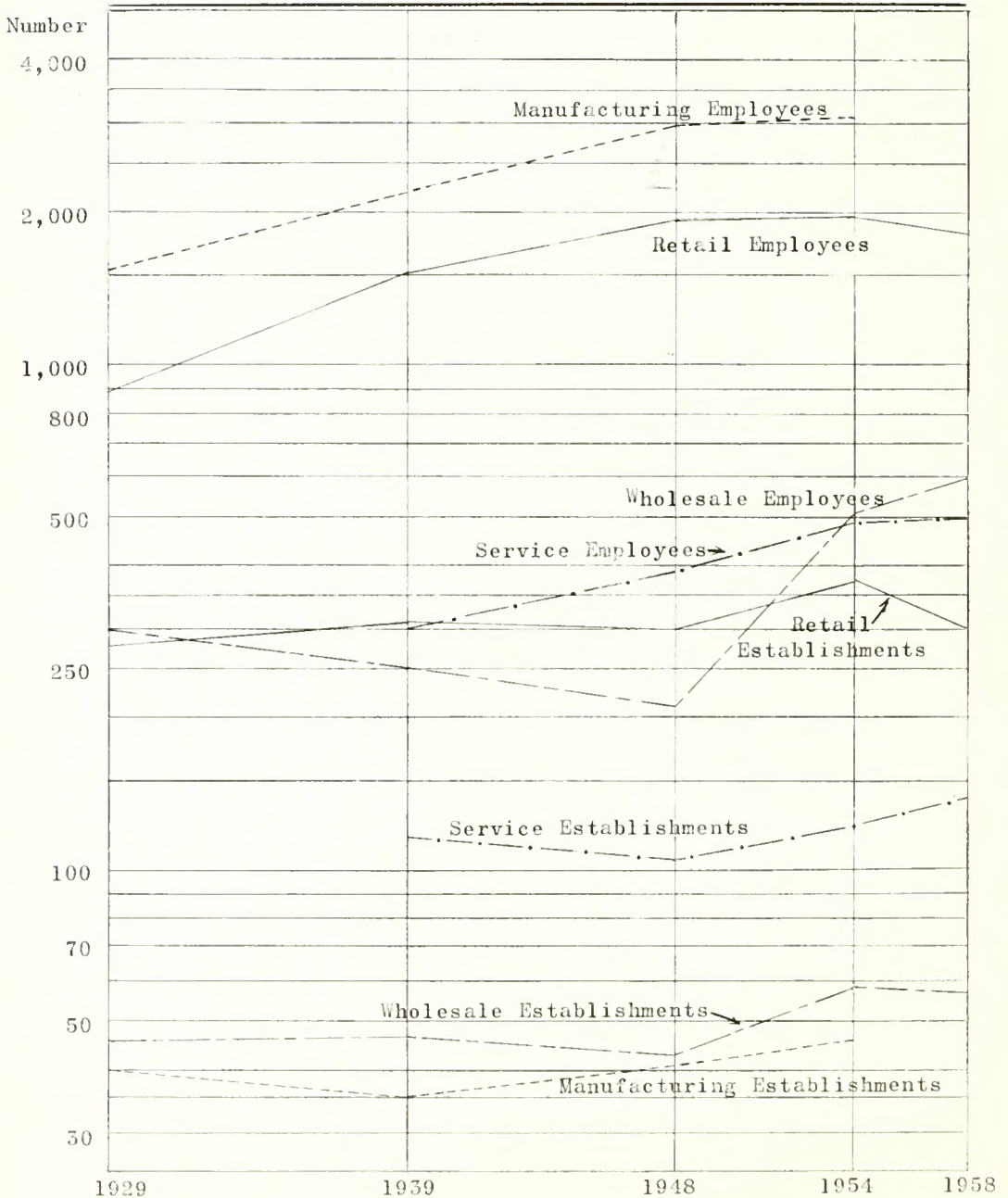
TABLE 17. RETAIL WHOLESALE, SELECTED SERVICE AND MANUFACTURING  
TRENDS IN SALISBURY, 1929-58

Note: All dollar volumes are shown in thousands.

Activity	1929	1939	1948	1954	1958
<u>Retail Trade</u>					
No. of Establishments	276	316	298	371	304
Sales, dollar volume	8,960	11,085	30,218	39,739	40,320
No. of Employees	892	1,566	1,929	1,962	1,891
Payroll, entire year	1,006	1,319	3,157	4,417	4,660
<u>Wholesale Trade</u>					
No. of Establishments	46	47	43	58	57
Sales, dollar volume	9,433	9,025	14,292	45,196	30,463
No. of Employees	295	253	216	505	597
Payroll, entire year	361	344	594	1,697	2,284
<u>Service Trade</u>					
No. of Establishments	---	115	106	123	138
Receipts for services	---	634	1,688	3,247	3,198
No. of Employees	---	301	385	484	397
Payroll, entire year	---	211	554	784	816
<u>Manufactures</u>					
No. of Establishments	40	35	41	46	---
Value added by Mfg.	3,215	4,407	14,726	13,710	---
No. of Employees	1,562	2,206	2,982	3,109	---
Payroll, entire year	1,292	1,661	6,203	8,189	---

Source: U. S. Bureau of the Census, Censuses of Business and Manufactures.

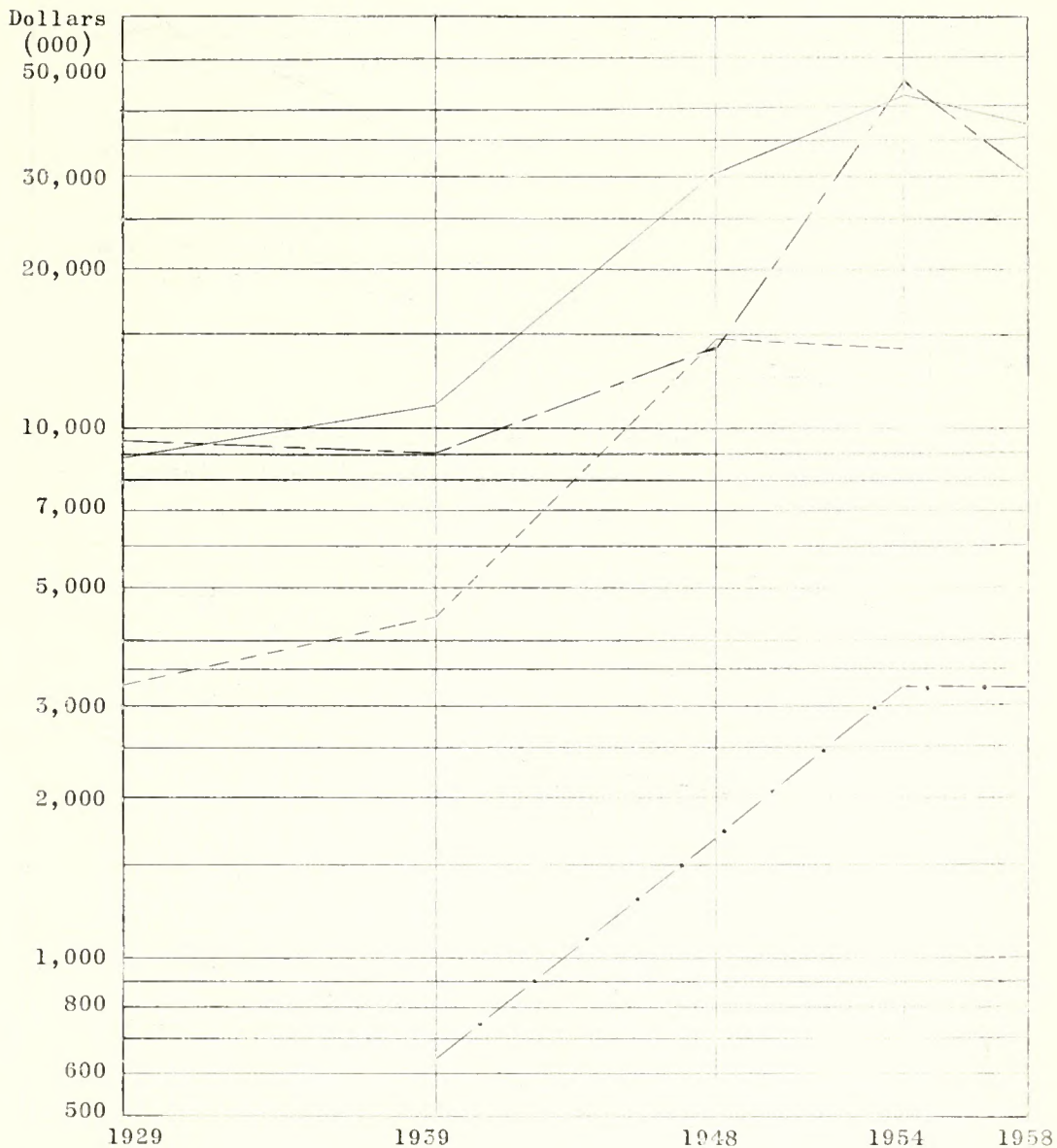
**CHART 11. NUMBER OF ESTABLISHMENTS AND NUMBER OF EMPLOYEES IN RETAIL, WHOLESALE, SELECTED SERVICE, AND MANUFACTURING ESTABLISHMENTS IN SALISBURY, 1929-1958**



Source: U. S. Censuses of Business and Manufactures.

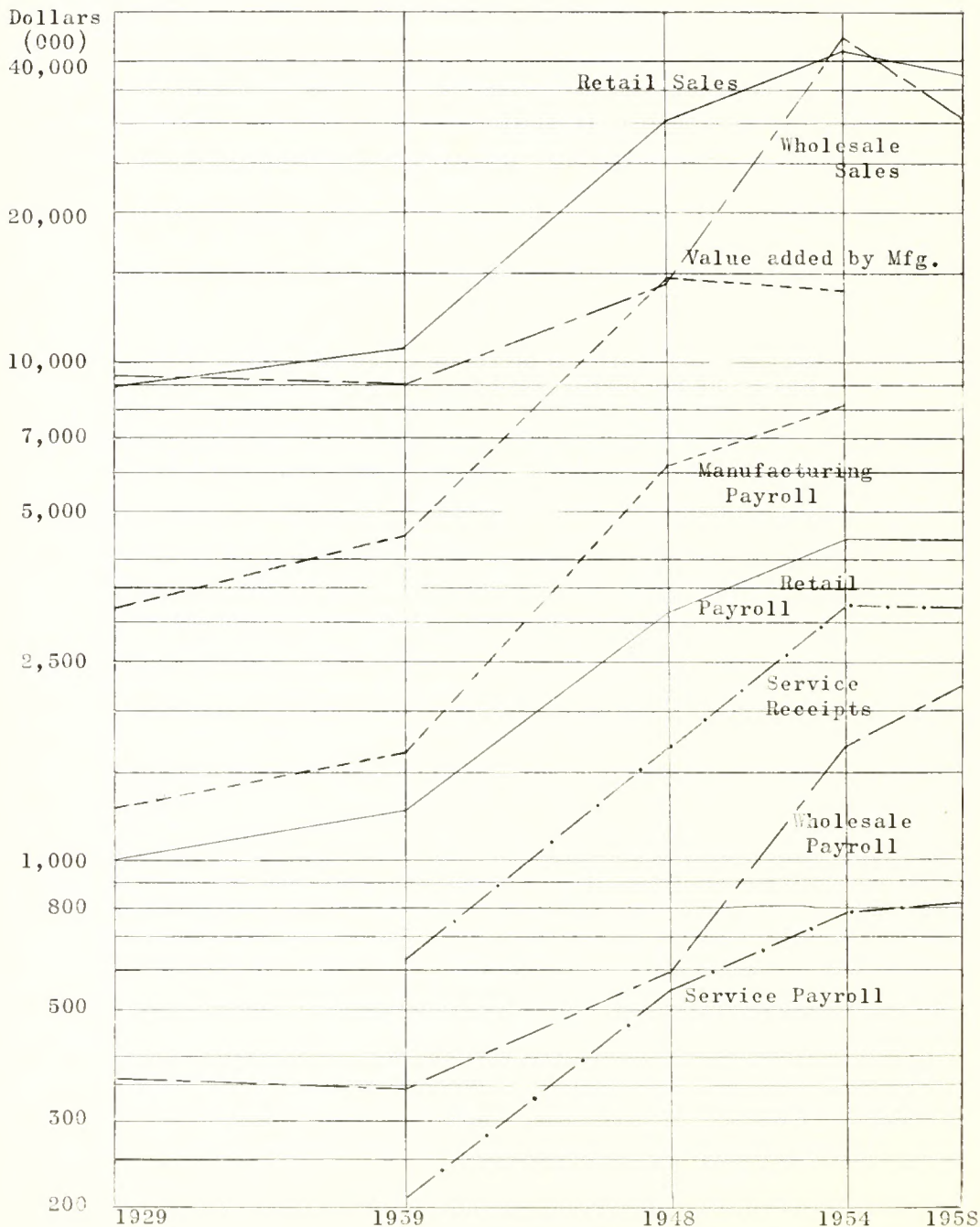
**CHART 12. RECEIPTS FROM SERVICES, RETAIL AND WHOLESALE SALES AND VALUE ADDED BY MANUFACTURES IN SALISBURY, 1929-1958**

Explanation:    - - - - Manufactures;    - · - Receipts for services;  
 - - - - - Retail sales;    - - - - - Wholesale sales.



Source: U. S. Censuses of Business and Manufactures.

**CHART 13. WHOLESALE AND RETAIL SALES, VALUE ADDED BY MANUFACTURES, AND RECEIPTS FROM SERVICES AND PAYROLLS OF RETAIL, WHOLESALE, SERVICE, AND MANUFACTURING ESTABLISHMENTS IN SALISBURY, 1929-1958**



Source: U. S. Censuses of Business and Manufactures.

TABLE 18. DISTRIBUTION OF EMPLOYEES AMONG MANUFACTURING, SERVICE, RETAIL, AND WHOLESALE TRADES IN SALISBURY, 1929 TO 1958

ACTIVITY	Number of Employees											
	1929		1939		1948		1954		1958			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Manufacturing	1,562	56.8	2,206	51.0	2,982	54.1	3,109	51.3	Not Available		Not Available	
Retail	892	32.5	1,566	36.2	1,929	35.0	1,962	32.4	1,891	31.1	1,891	31.1
Wholesale trade	295	10.7	253	5.8	216	3.9	505	8.3	597	8.3	597	8.3
Selected Services	---	--	301	7.0	385	7.0	484	8.0	397	8.0	397	8.0
TOTALS	2,749	100.0	4,326	100.0	5,512	100.0	6,060	100.0	2,885	100.0	2,885	100.0

1 Percentages can not be calculated for 1958 because the 1958 Census of Manufactures had not been released when this report was published.

Source: U. S. Bureau of the Census, Census of Business, 1929 through 1958.

TABLE 12. RETAIL AND WHOLESALE SALES, RECEIPTS FOR SERVICES, AND VALUE ADDED BY MANUFACTURES IN SALISBURY, AS PERCENT OF ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH CAROLINA, 1929-1958.

ITEM	Year				
	1929	1939	1948	1954	1958
<u>Salisbury</u>					
Retail Sales (000)	8,960	11,085	30,218	39,739	40,320
Percent of Rowan County	68.5	72.7	69.5	63.7	59.9
Percent of Eco. Area	19.0	20.7	17.2	16.3	14.0
Percent of N. C.	1.4	1.7	1.3	1.2	1.1
Wholesale Sales (000)	9,433	9,025	14,292	45,196	30,456
Percent of Rowan County	99.8	81.5	60.9	80.0	62.6
Percent of Eco. Area	40.8	31.1	19.8	29.6	19.2
Percent of N. C.	1.3	1.1	.5	1.1	.6
Receipts for Services (Service Trades) (000)	---	634	1,688	3,247	3,198
Percent of Rowan County	---	69.2	65.2	65.3	56.3
Percent of Eco. Area	---	20.1	---	18.3	13.3
Percent of N. C.	---	1.5	1.0	1.0	0.8
Value Added by Mfg. (000)	3,215	4,407	14,726	13,710	
Percent of Rowan County	34.2	43.4	43.6	46.3	
Percent of Eco. Area	6.7	---	6.6	5.8	
Percent of N. C.	.5	.8	.9	.6	

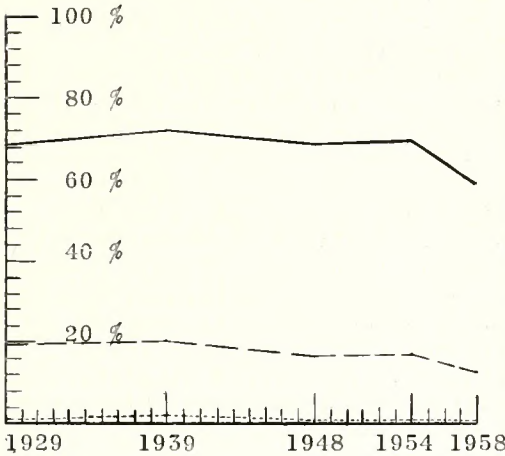
Source: U. S. Bureau of the Census, Censuses of Business and Manufacturing.



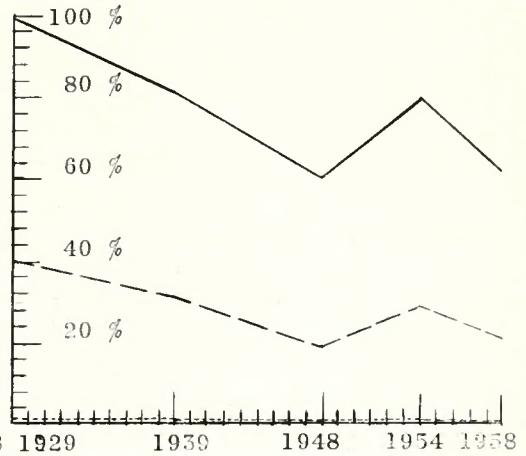
**CHART 14.** WHOLESALE AND RETAIL SALES, RECEIPTS FROM SERVICES, AND VALUE ADDED BY MANUFACTURES IN SALISBURY, AS A PERCENT OF ROWAN COUNTY, N. C. ECONOMIC AREA 4-B AND NORTH CAROLINA, 1929-1958

Explanation: ————— % of Rowan County; - - - - % of Economic Area; - - - - - % of North Carolina

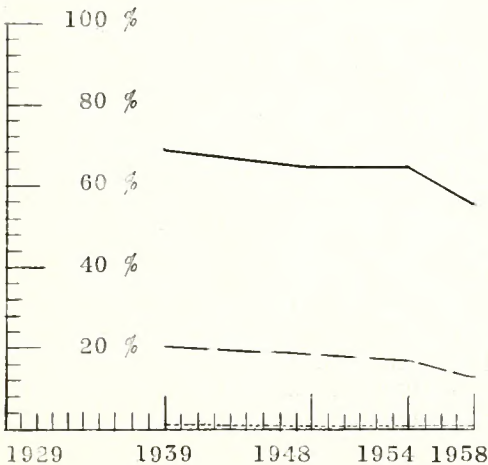
Retail Sales



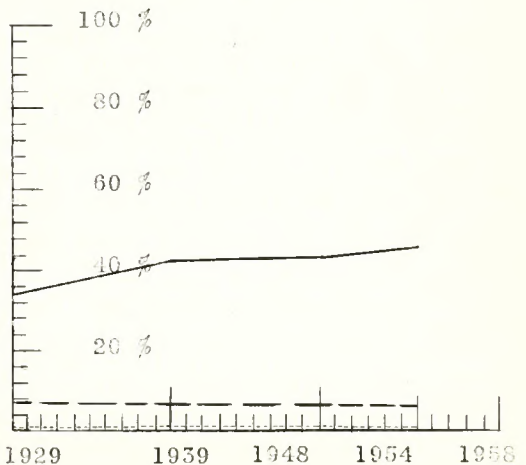
Wholesale Sales



Receipts from Services



Value added by Manufactures



Source: U. S. Census of Business and Manufacturers.

## RETAIL TRADE

Retail trade is one of Salisbury's major economic functions. It is inextricably linked to the other economic factors, both in terms of cause and effect. Retail trade normally responds positively to population growth, transportation improvements, and increases in per capita income. As a rule, improvement and increase in number of retail trade establishments usually would follow an increase in trade. Looking ahead, a city should plan to provide adequate space and spatial arrangements for retail trade activities. Such planning has to recognize complicating and possibly restricting influences on retail trade expansion such as changes in the national economy, competition of neighboring cities, and changes in transportation routes. Also, changes in methods of merchandising and types of stores undoubtedly will have profound influences in the future.

For planning purposes, the city needs to know the stability of the retail trade aspect of the economy. Stability is here defined as ability to withstand national, regional and state fluctuations in the economy. It is helpful to know the volume of retail trade activities relative to all other kinds of economic activities and relative to retail activities in surrounding and competing areas of the state. This retail trade information may be compared with wholesaling, service trades, etc., to establish some idea as to which economic aspect is dominating, and has dominated, in Salisbury.

Examination of the following tables and charts will reveal the retail trends during the past thirty years. Tables 17 through 19 and Charts 11 through 13 show what has been happening in terms of four indicators: dollar volume of sales, number of employees, number of establishments and payrolls.

Number of Retail Establishments. Table 20, shows the number of retail establishments in Salisbury compared with other areas.

The growth of retail establishments can be visualized more readily by referring to Chart 15 where the trends in the state, the economic area, and the county may be compared. From the data shown, it is clear that Salisbury had almost exactly the same number of retail establishments in 1958 as it had in 1948, and less than there were in 1939. The number of establishments has also decreased in Spencer. The number of establishments in the county has slowly increased since 1939.

The rate of increase of retail establishments has generally slowed in recent years throughout the state, not so much the result of poor business but as the result of changes in merchandising methods. Fewer stores are serving more people. The decrease in number of establishments in Salisbury from 1954 to 1958 was almost entirely among the small stores--what the Bureau of the Census calls the "nonemployer" group.

TABLE 20. NUMBER OF RETAIL TRADE ESTABLISHMENTS IN SALISBURY AND SPENCER, 1929 - 1958, COMPARED WITH ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH CAROLINA

AREA	1929	1939	1929 to 1939	1948	1939 to 1948	1954	1948 to 1954	1958	1954 to 1958
	Number	Number	% Chg.	Number	% Chg.	Number	% Chg.	Number	% Chg.
Salisbury	276	316	14.4	298	-5.7	372	24.8	30.4	-18.8
Spencer	---	38	--	46	- 21	47	-20	35	-25.5
Rowan County	565	678	20	669	-1.3	712	6.4	720	1.1
Economic Area	1,645	2,594	57.6	2,994	5.4	3,028	1.1	3,025	- 0.1
North Carolina	28,831	33,826	17.3	35,840	5.9	38,049	6.1	39,539	3.9

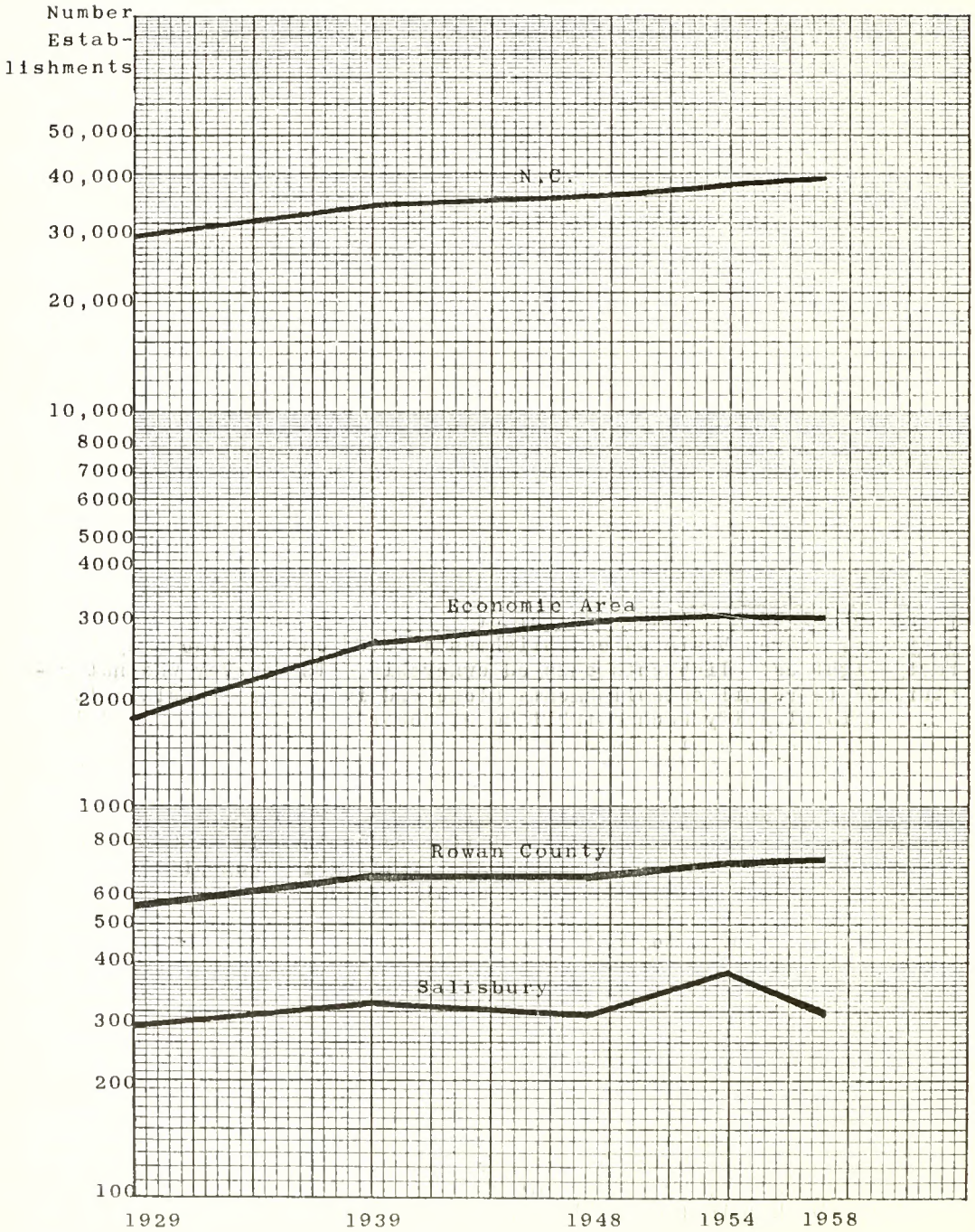
Source: U. S. Bureau of the Census, Census of Business.

Some doubt has been expressed as to the validity of the census findings in Salisbury; yet, a survey of business licenses by city and planning officials in Salisbury disclosed that between the licensing years 1954-1955 and 1958-1959, ninety-nine establishments went out of business. Seven business establishments moved outside the city limits. Forty-eight establishments changed ownership. The survey was not restricted to retail establishments alone and it was not feasible to attempt to classify each establishment according to the Standard Industrial Classification code used by the Bureau of the Census. Some service trade establishments and a few manufacturing establishments were included. Nevertheless, inspection of the list leaves little if any reason to doubt the validity of the census report. Several other North Carolina towns experienced similar reductions in number of establishments. It is safe to say that retailing is "consolidating" into large stores that concentrate on high volume.

Data pertaining to East Spencer are not available; however, in Spencer (Table 21) retail establishments underwent a net decrease from 1939 through 1958, from 36 to 47 in 1954 and back to 35 in 1958.

Growth in the number of retail trade establishments has slowed steadily through the years since 1929, throughout the economic area. Across the entire state the decrease in growth rate has been less sharp; a 3.9 percent increase occurred between 1954 and 1958. Charlotte had an exceptionally large increase in number of retail stores from 1954 to 1958--about 33 percent. Raleigh and Winston-Salem had gains of 7 percent; Greensboro-High Point had 5 percent, but Asheville and Durham lost establishments.

CHART 15. PROPORTIONAL GROWTH IN NUMBER OF RETAIL TRADE ESTABLISHMENTS, 1929-58



Source: U. S. Censuses of Business.

TABLE 21. DATA ON RETAIL AND SELECTED SERVICE ACTIVITY IN  
SPENCER, 1954-58

Note: All dollar volumes are shown in thousands.

Activity	1954	1958	Percent Change
<u>Retail Trade</u>			
No. of Establishments	47	35	-25.5
Sales, dollar volumes	3,158	3,360	+ 6.4
No. of Employees	90	118	+31.1
Payroll, entire year	231	291	+26.0
<u>Selected Service Trade</u>			
No. of Establishments	20	14	-30.0
Receipts for service	220	107	-51.4
No. of Employees	32	20	-37.5
Payroll, entire year	52	29	-44.2

Source: U. S. Bureau of the Census, Censuses of Business and Manufactures.

It is likely that much population expansion will have to occur before the number of retail establishments will increase significantly, for changing merchandising methods are making it possible for fewer stores to serve more people, as will be noted below.

Sales Volume. The volume of retail sales in Salisbury rose from \$8,960,000 in 1929 to \$52,729,000 in 1954 - a gain of 344 percent. Then, from 1954 to 1958 sales rose to \$40,320--up 1.5 percent.

The slowdown in sales caused understandable concern among Salisbury merchants and other interested citizens--and some misunderstanding. The only comprehensive source of data on retail sales from which trends may be established is the Census of Business, conducted by the U. S. Bureau of the Census every four years. The Census of Business covers retail, wholesale and service trade activities. The business establishment categories are taken from the Standard Industrial Classification Manual, U. S. Bureau of the budget. If changes are made in the classifications from year to year, adjustments are made in the census data which make the various censuses comparable.

There are other sources of information about retail trade in small areas, but most are based either upon the Census of Business, or they change from year to year to such an extent that accurate trends can not be determined. For example, sales tax information published by the North Carolina Department of Revenue presents an entirely different picture from that presented by the Census of Business. Sales tax information, however, is not adjusted for changes in tax laws, nor does it distinctly distinguish retail trade from service trades. The Census of Business reports on a definite and almost uniform group of retail establishments, and it is in those groups that the decline in retail trade occurred from 1954 to 1958. In addition, retail liquor stores operated by state and local government are included. A complete list of the kind-of-business classifications is included in the Appendix to this report.

To return to the events in Salisbury during the four years between 1954 and 1958, the business categories enumerated by the Census of Business did experience a low gain in sales volume. Probably, there is no feasible way to demonstrate all the causes, yet some conclusions may be drawn. For one, the year 1958 marked the end of a mild economic recession throughout the nation. For another, there was a definite loss of income in the neighboring town of Spencer, caused by the reduction of manpower in the Southern Railway Shops. Sales in Spencer went up about six and a half percent during the same period of time; however, this could quite easily reflect a tendency of people on reduced income in Spencer to buy more of their necessity items in Spencer rather than in Salisbury. Thirdly, the highway bypass possibly channeled some trade on to larger cities to the north and to the south.

Similar cutbacks in retail trade volume were felt in several other North Carolina towns. In fact, there were thirty-three in the

state. There seems to be no identifiable pattern of geographical location. However, none of the largest cities had a drop in sales. It should be remembered also that there is no evidence of a steady decrease from 1954 to 1958 in Salisbury for we have no measure of sales volume in the years between. The latter year could have been an "off" year.

Number of Employees and Payroll. Since 1929 the number of retail employees has increased by 999, or 110 percent, in Salisbury. For corresponding years the number of employees per 1,000 population has changed from 53 to 89. The number of employees per establishment has increased from 3.2 to 6.3. Again this points out the trend toward more employees per store and previously it was shown that the number of stores has been declining. Between 1954 and 1958, however, a decrease in the total number of retail employees occurred.

In Spencer the number of retail employees increased from 91 to 118 between 1954 and 1958. The ratio of employees per 1,000 population in 1958 was approximately 40, and the average number per store was 3.4, reflecting the smaller-size establishments.

Retail employee payrolls increased by about 40 percent between 1948 and 1958 but remained virtually unchanged from 1954 to 1958. The increase in number of employees and increase in payrolls from 1954 to 1958 obviously indicates that retail employees had a general increase in pay.

Future Retail Trade. What happens in the future in terms of number of establishments and number of employees will depend upon many factors, some of which are listed below:

1. The population of the urban area plus that of the trade area surrounding the city.
2. Income volume and distribution.
3. Growth and development of neighboring cities.
4. Changes in merchandising methods and store size.
5. Population "sprawl", or, on the other hand, a trend toward compactness.
6. Transportation facilities--intra-city and inter-city.

This list can be expanded considerably, but it is sufficient to illustrate the many "unknowns" that make projection of retail trends largely a matter of speculation.

However, trends of the past twenty years give some indication of what may happen in future years in terms of number of employees and number of establishments. Since 1939 the number of establishments in

Salisbury and Spencer combined, have decreased by twenty. In Rowan County there has been a net increase of 42, which means an overall addition of 62 to overcome the decrease in Salisbury and Spencer. Throughout the five-county economic area 431 establishments have been added, and in the entire state an increase of 5,713 is apparent. Proportional changes are shown below.

PERCENT CHANGE IN NUMBER OF RETAIL ESTABLISHMENTS FROM  
1939 TO 1958

<u>AREA</u>	<u>PERCENT CHANGE 1939-1958</u>
Salisbury - Spencer	- 5.6
Rowan County	6.1
Economic Area 4-B	16.6
North Carolina	16.8

Two conflicting trends appears: a decrease in Salisbury-Spencer and a substantial increase elsewhere. For the future we are assuming, however, that the population of Salisbury and Spencer will increase during the next twenty years and that the number of establishments will also increase. Using the present ratio of establishments to population and an expected population of 28,386 in Salisbury for 1980, of 3,713 for Spencer, and 2,759 for East Spencer, then the number of retail establishments would be approximately as follows:

ESTIMATED NUMBER OF RETAIL ESTABLISHMENTS IN SALISBURY,  
SPENCER AND EAST SPENCER IN 1980

<u>AREA</u>	<u>ESTABLISHMENTS</u>
Salisbury	413
Spencer	<u>44</u>
Total	457

Retail Trade Area. The retail trade area of a city is that part of the surrounding area served by the city. Determination of this area is difficult for a precise measuring device has yet to be perfected through research. Often a county will arbitrarily be chosen as a trade area. Newspaper circulation is sometimes used, but is of questionable value. Although far from perfect, one of the most widely used criteria is based upon W. J. Reilly's "Law of Retail Gravitation" which states in mathematical terms that when people in a rural area have a choice of towns in which to



trade, they will trade in the largest town that is the easiest to get to.

As a rule, the larger a central city becomes, the more of the surrounding area it dominates. Size and proximity of other towns, however, exert competing influences. When a situation develops wherein numerous cities of similar size are in close proximity, such as is the case in the Piedmont, competition for trade becomes keen.

The map on page 50 shows Salisbury's retail trade area as of 1940 and 1960, as determined by Reilly's formula. Table 22 shows the distance the retail trade area has extended toward neighboring cities. 1 The most obvious and important evidence here is that the Salisbury retail trade area has constricted since 1940. This conclusion is based upon the premise that population growth of adjacent cities has reduced Salisbury's area of retail trade dominance. This is supported farther by the fact that between 1954 and 1958, all of the surrounding cities had retail trade gains--Statesville's trade went up 10 percent. Note also how the outer limits of the area withdrew from Kannapolis and Albemarle, both of which experienced rather large increases in population.

Growth and development of trade in Charlotte and Winston-Salem, plus easier highway access has doubtless drawn more of the luxury goods, apparel and home furnishing business away from Salisbury.

In view of Salisbury's geographical setting, there is little reason to believe that its retail trade area will increase in size. It appears that each city will have to hang on to the area it now serves and depend upon population and income growth within it. Looking well ahead, the time will come when the "Piedmont strip" from Greensboro to Charlotte will be one long, almost continuous metropolitan area with parallel fringes of dense rural-nonfarm settlement. Even with super highways, eventually the pull of Charlotte, Winston-Salem, and Greensboro may be weakened for the simple reason that a shopping trip to those places from points in between will become just another long haul through continuous urban-type traffic. Logically, one may then expect the customer to weary of the lure of the big city and turn more and more to his home environment for fulfillment of his needs and wishes. This hypothesis suggests that cities like Salisbury had best gird themselves for competition, not so much in terms of prices, but in terms of customer convenience and pleasure.

---

1 / Distance trade area extends from town A=

$$\frac{\text{Distance between town A and B}}{1 + \frac{\sqrt{\text{Population of town B}}}{\sqrt{\text{Population of town A}}}}$$

SALISBURY RETAIL-TRADE AREA, 1940 AND 1960.

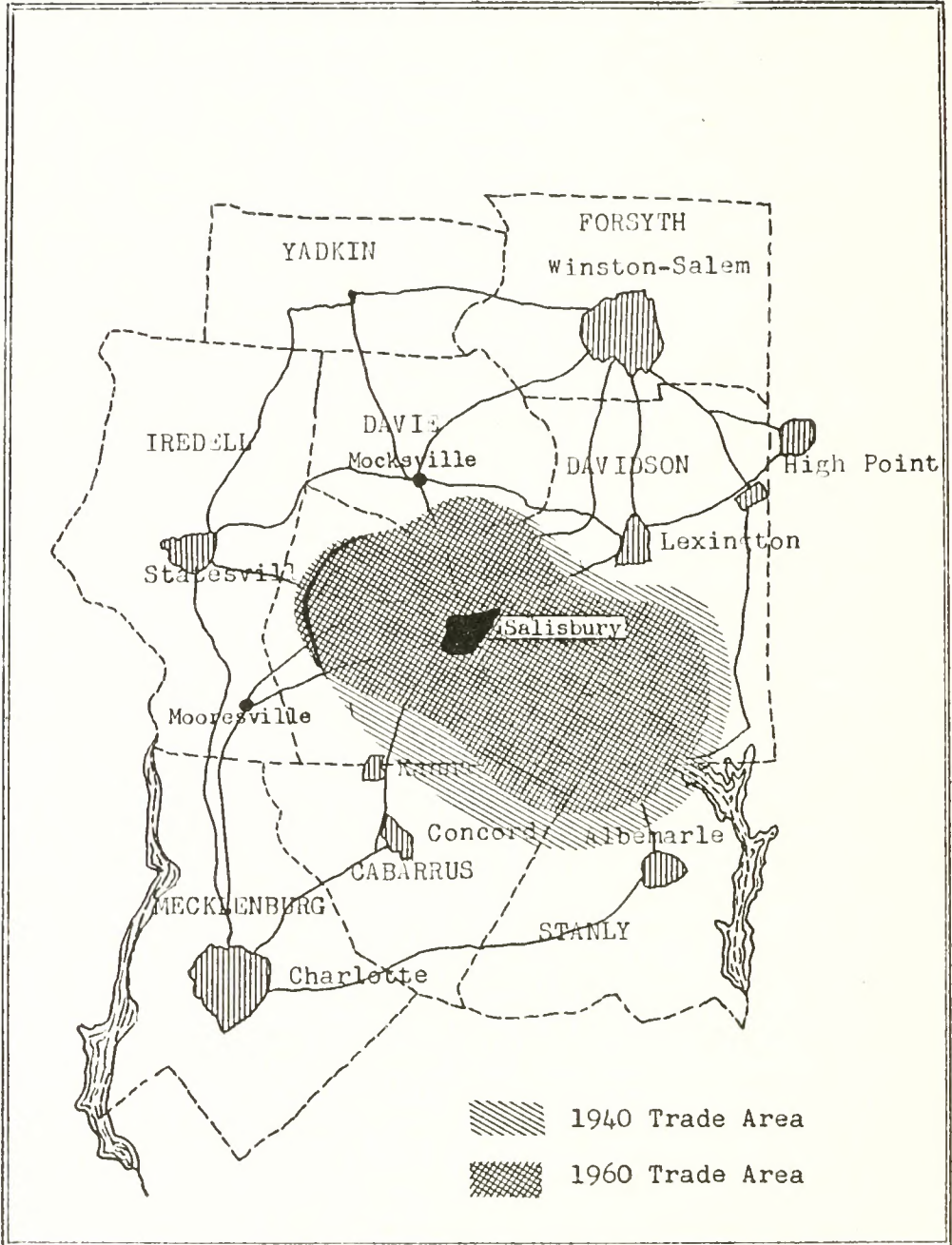


TABLE 22. LIMITS OF SALISBURY'S TRADE AREA IN REFERENCE TO ADJACENT CITIES, ACCORDING TO W. J. REILLY'S LAW OF RETAIL GRAVITATION, 1940 AND 1960.

CITY	Distance in Miles from Salisbury to Adjacent City	Extent of Salisbury Trade Area in Miles	
		1940	1960
Albemarle	29	20.5	17.2
Kannapolis	16	*	7.5
Lexington	17	9.7	9.0
Statesville	26	15.2	13.9
Concord	22	11.6	12.1
Charlotte	42	13.0	11.1
Winston-Salem	39	12.5	12.8
High Point	38	14.9	15.0
Thomasville	31	16.5	17.6
Mooresville	19	13.8	12.1
Asheboro	42	29.8	25.9
Mocksville	13	9.3	9.7

\* Population data not available for computations.

The population of the trade area is estimated to be 65,278 as of 1960. This estimate is derived by computing the population of the townships within the trade area in 1950 as percent of the population of the county. The ratio is then applied to the 1960 population of the county. The following townships are assumed to be within the trade area: Cleveland, Franklin, Unity, Steele, Locke, Litaker, Gold Hill, Morgan, Providence, Salisbury, Boone (Davidson County), Cotton Grove (Davidson County) and Jerusalem (Davie County).

Using the 1980 estimates of county population and the same ratio of township populations to county populations, it is expected that by 1980 the population of the trade area will be approximately 86,586, an increase of 17,633. Many would immediately argue that these figures are entirely too low. There are no rigid trade area boundaries, however, and doubtless a few people beyond the estimated limits do habitually trade in Salisbury and some probably trade there occasionally. Nevertheless, the tendency of people to trade in a city is here assumed to decrease in direct proportion to distance, and "trade area" is defined as one in which most of the populace tend to trade in Salisbury--the concentrated area.

On the following page is a list of all urban places listed in the 1958 Census of Business, and the per capita sales figure is shown. The cities and towns are arranged in order from the highest per capita average to the lowest. The per capita figure was obtained by dividing the total retail sales volume in 1958 by the population counted in the 1960 decennial census. It is recognized, of course, that the use of a 1960 population count with a 1958 sales total does not produce precisely accurate results, but the main purpose of arraying the towns and cities in this manner is for the sake of comparison. Differences in population between 1958 and 1960 would make little difference in most cases, and they would certainly not change the relative rankings to a great extent. The list shows only how things stood in 1958, at the end of an economic recession.

What else does the list indicate? Many factors are involved. To name a few: (1) the size of the trade area, (2) income distribution and buying power, (3) balance of economic activities, (4) agricultural expenditures, and so on. In some cases the reason for a given town's standing is logically obvious. North Wilkesboro and Elkin, for example, are at the top of the list. Both of those places are relatively isolated and they serve a very large number of people living in the hinterland; furthermore, the economy is backed by manufacturing that is particularly strong at the present time. It is not so easy to understand the top position of several other places, especially in view of the fact that some of them actually experienced a decline in population between 1950 and 1960. Salisbury, for example, is well up near the top of the list, yet we have already seen that retail sales rose very little between 1954 and 1958. Salisbury's rank here indicates either a high level of buying power or a trade area larger than average for that size city. The choice appears to be

PER CAPITA RETAIL SALES IN NORTH CAROLINA CITIES 1  
1958

Rank	Per Capita Sales	City	Sales Per Establishment	City
1	\$5,226	N. Wilkesboro	190,068	Greensboro
2	4,147	Hendersonville	146,446	Fayetteville
3	4,130	Elkin	144,279	Waynesville
4	4,032	Marion	178,146	Asheville
5	3,525	Rockingham	173,117	Raleigh
6	3,028	Whiteville	171,265	N. Wilkesboro
7	3,000	Mt. Airy	155,066	Jacksonville
8	2,846	Roxboro	152,209	Charlotte
9	2,793	Waynesville	151,612	Hickory
10	2,779	Asheboro	146,569	Winston-Salem
11	2,685	Forest City	142,567	Chapel Hill
12	2,636	Wadesboro	141,841	Ashboro
13	2,445	Dunn	139,811	Dunn
14	2,440	Siler City	136,634	Kinston
15	2,402	Boone	135,570	Durham
16	2,353	Hickory	133,562	Albemarle
17	2,349	Louisburg	133,111	Morganton
18	2,310	Smithfield	132,700	Forest City
19	2,275	Canton	Avg. all Cities 132,631	Salisbury
20	2,261	Jacksonville	131,044	Elkin
21	2,206	Farmville	129,724	Gastonia
22	2,205	Scotland Neck	129,293	Burlington
23	2,162	Asheville	129,188	Williamston
24	2,138	Ahoskie	128,904	Statesville
25	2,113	Morganton	127,192	New Bern
26	2,061	Washington	126,888	Laurinburg
27	1,999	Fayetteville	126,428	Edenton
28	1,960	Morehead City	125,952	Oxford
29	1,944	Monroe	125,401	Shelby
30	1,926	Oxford	125,261	Rockingham
31	1,925	Albemarle	125,196	Hendersonville
32	1,901	Salisbury	124,712	Marion
33	1,886	Williamston	124,562	Monroe
34	1,871	Leaksville	124,391	Farmville
35	1,869	New Bern	123,083	S. Pines
36	1,862	Lincolnton	122,681	Concord
37	1,840	Rutherfordton	118,433	Whiteville
38	1,812	Newton	117,867	Canton
39	1,800	Greensboro	117,400	Tarboro
40	1,800	Edenton	117,000	Goldsboro

(continued)

1/ Sales in 1958 divided by the population counted in the 1960 census. Although the 1960 populations are probably not precisely the same as they were in 1958, for comparative purposes they are sufficiently close.

Source: U. S. Census of Business, 1958, Retail Sales and 1960 Census of Population, Preliminary Reports.

41	1,779	Lenoir	116,608	Greenville
42	1,757	Hamlet	115,233	Roanoke Rapids
43	1,739	Henderson	114,962	Newton
44	1,720	Sanford	114,956	Wilmington
45	1,721	Brevard	112,789	Lumberton
46	1,714	Cherryville	112,000	Ahoskie
47	1,709	Valdese	111,751	Sanford
48	1,689	Wilmington	111,386	Brevard
49	1,671	Belmont	110,561	Siler City
50	<u>1,658</u> 1,668	Kinston	109,863	Thomasville
51	Avg. 1,652	Clinton	109,530	Rocky Mount
52	all 1,650	Lexington	108,874	Leaksville
53	Cities 1,598	Concord	108,765	Lincolnton
54	1,574	Beaufort	108,684	Smithfield
55	1,563	Mt. Olive	108,641	Boone
56	1,558	Roanoke Rapids	108,482	High Point
57	1,557	Lumberton	108,377	Roxboro
58	1,555	Shelby	107,129	Lenoir
59	1,537	Tarboro	106,732	Lexington
60	1,518	Winston-Salem	101,626	Henderson
61	1,517	Eliz. City	101,480	Reidsville
62	1,511	Reidsville	99,970	Wilson
63	1,498	Burlington	99,727	Morehead City
64	1,483	Charlotte	98,294	Belmont
65	1,472	Gastonia	97,862	Graham
66	1,467	Belhaven	97,318	Washington
67	1,463	Raleigh	97,258	Clinton
68	1,446	Mooreville	97,050	Eliz. City
69	1,443	Rocky Mount	96,530	Hamlet
70	1,423	Southern Pines	96,323	Scotland Neck
71	1,418	Goldsboro	96,075	Kings Mt.
72	1,387	Laurinburg	96,000	Spencer
73	1,383	Greenville	95,646	Cherryville
74	1,377	Selma	93,552	Wadesboro
75	1,351	Plymouth	92,986	Mt. Airy
76	1,344	Durham	89,585	Mooreville
77	1,332	Thomasville	88,013	Plymouth
78	1,306	Graham	87,421	Mt. Olive
79	1,200	Wilson	87,118	Louisburg
80	1,163	Spencer	84,486	Rutherfordton
81	1,124	Statesville	76,923	Valdese
82	1,095	Chapel Hill	76,805	W. Forest
83	1,078	High Point	73,396	Beaufort
84	1,045	Wake Forest	73,390	Spindale
85	931	Kings Mountain	63,298	Selma
86	738	Spindale	63,072	Belhaven
87	654	Draper	58,735	Bessemer City
88	497	Bessemer City	45,250	Draper

the former, for the trade area has shrunk, according to Reilly's premise.

In the column showing the array of places by sales per establishment, Salisbury ranks 19<sup>th</sup>-- just under the average. Whereas this analysis is rough, it does strongly suggest the following: (1) that the city responded sensitively to the economic recession of 1956-1958; (2) that the city serves people with better than average buying power; (3) that probably some over-expansion took place in the number of retail establishments, a situation which seems to have remedied itself; and (4) most important, the great potential the city has as a retail shopping area when high-wage industrial development raises the buying power still further.

TABLE 25. RETAIL TRADE PAYROLLS IN SALISBURY AND SPENCER, 1929-1958, COMPARED WITH ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH CAROLINA

AREA	1929		1939		1948		1954		1958	
	Payroll (000)	Percent Change	Payroll (000)	Percent Change	Payroll (000)	Percent Change	Payroll (000)	Percent Change	Payroll (000)	Percent Change
Salisbury	1,006		1,319	31.1	3,157	139.3	4,417	59.9	4,660	.55
Spencer	<u>1</u>		81	--	161	98.8	231	43.5	291	26.0
Rowan County	1,291		1,629	26.2	3,970	144.0	5,671	45.0	6,412	13.1
Economic Area	3,951		5,173	31.0	13,006	151.4	22,838	75.6	27,835	21.9
North Carolina	58,066		60,052	5.4	216,881	261.0	310,542	45.2	374,510	20.6

1/ Not reported until 1939.

Source: U. S. Bureau of the Census, Censuses of Retail Trade.



TABLE 24. RETAIL TRADE IN SALISBURY COMPARED WITH OTHER AREAS

AREA	1929		1939		1948		1954		1958	
	Number	Percent Change	Number	Percent Change	Number	Percent Change	Number	Percent Change	Number	Percent Change
	Salisbury	892	75	1,566	25	1,929	21	1,962	21	1,891
Spencer	---	--	104	-3.8	100	- 10	90	- 10	118	
Rowan County	1,172	69	1,987	23	2,453	3	2,540	3	2,681	
Economic Area	3,476	98	6,898	19	8,182	33	10,832	33	11,986	9
North Carolina	62,935	26	79,404	68	133,370	8	143,750	8	159,745	10

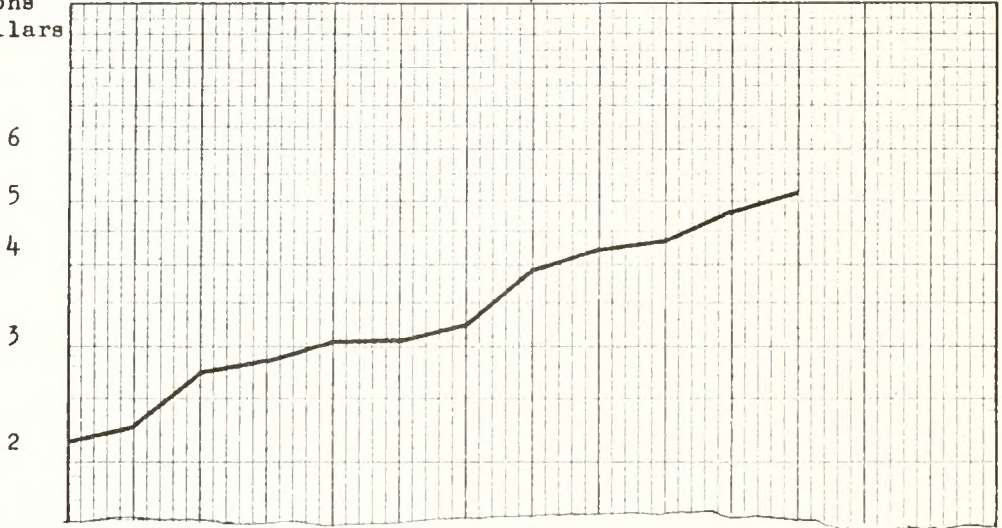
Dollar Volume of Retail Sales in Salisbury and Spencer, 1929-1958 Compared with Rowan County, Economic Area 4-B, and North Carolina

AREA	1929		1939		1948		1954		1958	
	(000) Sales	Percent Change	(000) Sales	Percent Change	(000) Sales	Percent Change	(000) Sales	Percent Change	(000) Sales	Percent Change
	Salisbury	8,960	23.7	11,085	172.6	30,218	31.5	39,739	40,320	1.5
Spencer	---	---	736	180.6	2,065	52.9	3,158	3,360	6.4	
Rowan County	13,082	16.6	15,257	185.1	43,499	33.0	57,866	67,242	16.2	
Economic Area	47,270	13.5	53,652	227.8	175,891	39.0	244,441	288,678	18.1	
North Carolina	653,419	- 3.1	633,240	2,528.3	2,234,378	43.6	3,209,796	3,837,052	19.5	

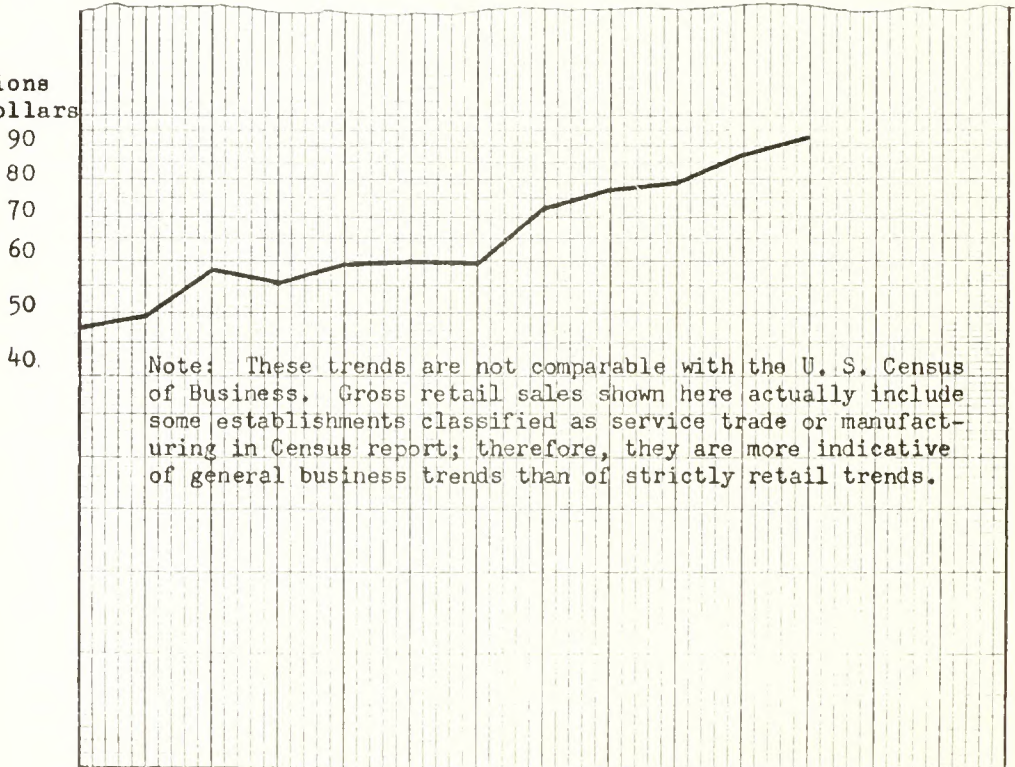
Source: U. S. Dept. of Commerce, Bureau of the Census, Census of Business

CHART 16 . GROSS RETAIL SALES IN ROWAN COUNTY AND NORTH CAROLINA, 1948 - 1960

Billions of Dollars



Millions of Dollars

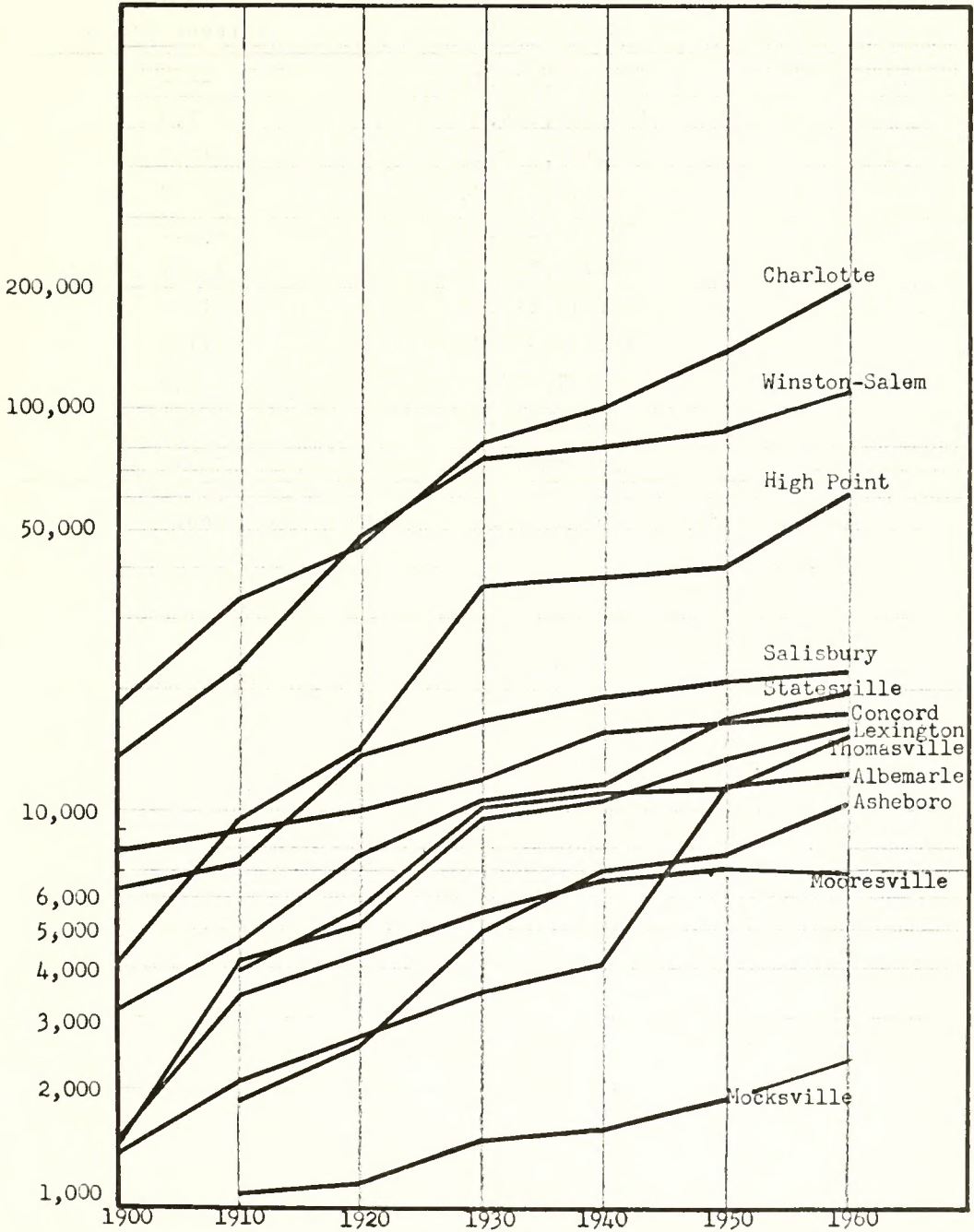


Note: These trends are not comparable with the U. S. Census of Business. Gross retail sales shown here actually include some establishments classified as service trade or manufacturing in Census report; therefore, they are more indicative of general business trends than of strictly retail trends.

1948 - 1949    1950 - 1951    1952 - 1953    1954 - 1955    1956 - 1957    1958 - 1959    1960 - 1961

Source: North Carolina Department of Revenue, Sales and Use Tax Division

CHART 17. PROPORTIONAL POPULATION GROWTH TRENDS FOR SALISBURY AND NEIGHBORING CITIES, 1900-60



Source: U. S. Bureau of the Census.

TABLE 25. BANK DEBITS FOR SALISBURY, 1948-1958.

Year	Bank Debits	Percent Change
1948	\$183,806,266.79	----
1949	185,595,194.54	+ 1.0
1950	220,122,408.44	+15.7
1951	244,676,604.74	+10.0
1952	239,593,276.23	- 2.1
1953	250,756,708.83	+ 4.7
1954	286,513,119.17	+14.3
1955	318,542,536.66	+11.2
1956	338,617,276.17	+ 6.3
1957	335,956,018.79	- 0.8
1958	324,537,063.65	- 3.4

Source: Salisbury-Rowan County Chamber of Commerce.

## SERVICE TRADE

Service trade, like retail trade, is surveyed every four years by the Bureau of the Census, and the results are published in the Census of Business. This survey was started in 1939. It affords the most uniform and consistent series of data, and includes establishments that primarily provide personal or business services rather than merchandise. Launderies, dry cleaning establishments, hotels, theatres and radio repair shops are examples (see appendix for complete list.)

Since the end of World War II service trade has expanded greatly throughout the nation. The general prosperity of the nation appears to have sponsored much more "have-it-done" than "do-it-yourself." More money than ever before has been spent for personal and business services, and the rise of this kind of business in North Carolina is notable. The number of establishments in the state has increased over fifty-seven percent since 1948 and receipts for services increased by \$213,000,000 or 116 percent.

Within Salisbury's economic area establishments increased by 19 percent and receipts for services went up 35 percent between 1954 and 1958 (data for 1948 are incomplete for the economic area). For comparison, the state-wide increase over the same period of time was 25 percent and 29 percent for establishments and receipts, respectively.

Between 1948 and 1958 Rowan County's service trade increased 119 percent in terms of receipts and the number of establishments went up 51 percent.

In Salisbury, from 1948 to 1958, the number of establishments gained by 30.2 percent while receipts for services increased 89 percent.

Data are not available for Spencer in 1948, but from 1954 to 1958 Spencer's trade decreased 51 percent and establishments decreased 30 percent. Probably the reduction of employment in the Southern Railway shops was reflected most clearly in curtailment of commercial services. Retail trade increased somewhat during that period, but apparently income losses caused people to economize first in expenditures for services.

In sum, the economic area and Rowan County compare well with the state. The county, in fact, topped the state's proportional increase in receipts for services. Salisbury's growth in the service trades has been considerably less than that of the state or the county. And, from 1954 to 1958 receipts in Salisbury actually decreased slightly--2 percent.

SERVICE TRADE TABLES

TABLE 26

NUMBER OF SERVICE TRADE ESTABLISHMENTS IN SALISBURY AND SPENCER 1939-1948 COMPARED WITH ROWAN COUNTY, ECONOMIC AREA 4-B AND NORTH CAROLINA

AREA	1939	1948		1954		1958	
	Number	Number	Percent Change	Number	Percent Change	Number	Percent Change
Salisbury	115	106	-8	123	16	138	12
Spencer	<u>1</u>	--	--	20	--	14	-30
Rowan Ct.	254	220	- 13	268	22	332	24
Eco. Area	964	912	- 5	1,222	34	1,458	19
N. Carolina	10,502	11,364	8	14,244	25	17,871	25

TABLE 27

SERVICE TRADE RECEIPTS IN SALISBURY AND SPENCER, 1939-1958, COMPARED WITH ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH CAROLINA

AREA	1939	1948		1954		1958	
	(000) Receipts	(000) Receipts	Percent Change	(000) Receipts	Percent Change	(000) Receipts	Percent Change
Salisbury	634	1,688	166	3,247	92	3,198	-2
Spencer	<u>1</u>	--	--	220	--	107	-51
Rowan Ct.	916	2,590	185	4,969	92	5,683	14
Eco. Area	3,157	10,107	220	17,743	76	23,961	35
N. Carolina	42,121	183,117	335	306,542	67	396,078	29

TABLE 28

NUMBER OF SERVICE TRADE EMPLOYEES IN SALISBURY AND SPENCER, 1939-58 COMPARED WITH ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH CAROLINA

AREA	1939	1948		1954		1958	
	Number of Employees	Number of Employees	% Chg.	Number of Employees	% Chg.	Number of Employees	% Chg.
Salisbury	301	385	28	484	25.7	397	-19
Spencer	<u>1</u>	--	--	32	--	20	-38
Rowan Ct.	454	555	22	654	17.8	667	2
Eco. Area	1,515	2,207	46	2,506	15.5	2,979	19
N. Carolina	21,791	30,051	38	42,354	41.0	50,276	19

1/ Not available Prior to 1954 for Spencer.

SERVICE TRADE TABLES - Cont'd.

TABLE 29

SERVICE TRADE PAYROLLS IN SALISBURY AND SPENCER, 1939-1958, COMPARED WITH ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH CAROLINA

AREA	1939	1948		1954		1958	
	(000) Payroll	(000) Payroll	% Chg.	(000) Payroll	% Chg.	(000) Payroll	% Chg.
Salisbury	211	554	162	784	41.5	816	4
Spencer	<u>1</u>	---	---	52	---	29	-44
Rowan Ct.	281	792	182	1,096	38.3	1,314	20
Eco. Area	959	3,249	259	4,563	40.4	6,011	32
N. Carolina	13,770	45,859	233	83,051	81.0	108,057	30

1/ Not available prior to 1954.

Source: U. S. Bureau of the Census, Censuses of N. C. Selected Services.

Furthermore, the number of service trade employees declined from 1954 to 1958 by 19 percent as opposed to a 19 percent increase throughout the state and the economic area. The economic area and the state also showed payroll increases of around 30 percent over 1954, but Salisbury's payroll increase was only 4 percent. It is obvious, of course, that a payroll increase, reduction of number of employees, and a decrease in sales mean that some establishments must have experienced quite a slump in business volume and perhaps in profit as well.

As for the future, the concensus seems to be that the post-war boom in service trade has about reached its peak, in terms of number of establishments per population. Because no one can foretell which kinds of new services will enter the market or which will cease to function, estimates of future service trade may be speculated by applying present ratios to expected populations. Using the 1960 population and the number of establishments enumerated in 1958 the following ratios and estimates are obtained.

AREA	Establishments per 1000 population 1960	Estimated 1980 Population	Estimated No. Establish- ments in 1980
Salisbury	6	28,386	177
Spencer	5	3,713	18.5
East Spencer	<u>5</u>	<u>2,759</u>	<u>14.0</u>
Total	16	38,400	210

These estimates may vary considerably from future reality, of course, depending upon population growth and the changing nature of service trades. Increasing complexity of our technological society will mean more diverse services, but an economic recession or depression will be felt first in the service area.

#### WHOLESALE TRADE

Sales. Again, in examining past trends in Salisbury's business activities, the U. S. Bureau of the Census, Census of Wholesale Trade is used. Wholesaling is divided into five categories, according to the Standard Industrial Classification Manual: merchant wholesalers; assemblers of farm products; merchandise agents and brokers; petroleum bulk plants and terminals. A detailed list appears in the appendix.

Sales of wholesale trade establishments in North Carolina totaled \$4,901,754,000 during the year 1958, an increase of \$718,082,000 or 14.6 percent since 1954. Since 1948 wholesale



trade has increased 57 percent throughout the state.

The increase in 1958 over the 1948 volume in Salisbury's economic area was 119 percent. (See Table 33 .)

Rowan County's wholesale business went from \$23,476,000 in 1948 to \$48,655,000 in 1958, an increase of 107 percent.

In Salisbury, the change was from \$14,292,000 in 1948 to \$30,456,000 in 1958, or 113 percent.

Note, however, that sales decreased from 1954 to 1958 in both Rowan County and Salisbury. (Comparative data are not available for Spencer.) Decreases are not evident for the economic area or the state.

Number of Establishments. What with a slump of over seven million dollars in 1958 sales from 1954 sales, examination of the number of establishments throws more light on the nature of the decrease. The state and the economic area continued to add establishments from 1954 to 1958, but in Rowan County and in Salisbury they were reduced in number; Salisbury lost one and the county lost five. Salisbury's share of the establishments in the economic area decreased slightly from 19 percent to 18 percent. In 1939 Salisbury had 27 percent of the wholesale establishments in the area.

Wholesale trade is definitely tending to concentrate in the larger metropolitan areas. The effects of this trend may be noted in most of the smaller urban places in the state where wholesaling has either stagnated or dropped off. The explanation is that merchant wholesalers--or "service wholesaler", those who supply retailers or other wholesalers, have fewer outlets, for large-scale or chain establishments are doing more of the warehousing and distributing than ever before. Truck transportation has made it more feasible for large dealers to supply a larger area from a central location. It is most unlikely that the smaller cities and towns will experience much growth in the merchant wholesale category, although other categories may hold their own or increase with the population of the area.

Wholesale Employees. Even with a drop in the number of establishments and in sales, the number of employees and payrolls increased in Salisbury and in the county, by 18 and 13 percent respectively. Payrolls increased 35 percent in the city and 26 percent in the county. These increases were proportionately greater than those in the economic area or the state.

In short, something of an enigma is suggested by the fact that in the face of a decrease in the number of establishments and a reduction in sales, the number of employees and payrolls increased. One solution, obviously, is that 1954 to 1958 does not necessarily indicate a trend; 1958 may have been one "off" year.

Indeed, such was probably the case. Also, five categories of wholesaling are involved. Some of these may have prospered while others did not. A complete analysis of wholesale types is not available for places smaller than standard metropolitan areas, but merchant wholesalers are distinguishable, as shown here:

Types	Salisbury		Rowan County	
	1954	1958	1954	1958
<u>Merchant wholesalers</u>				
Establishments	39	38	54	51
Sales (millions)	18,497	21,360	25,316	25,825
<u>Other types</u>				
Establishments	19	19	29	27
Sales (millions)	26,699	9,096	31,146	22,830

This table reveals that Salisbury's decrease in wholesale trade occurred not among merchant wholesalers but among other types: bulk petroleum stations, assemblers of farm products, manufacturers sales branches, and merchandise agents and brokers. Somewhere among the last four categories approximately \$17,603,000 worth of sales were made in 1954 that were not made in 1958. In this case movement of a business establishment or establishments to a location outside of the city limits does not explain the difference, for a similar lapse occurred throughout the county as a whole. One merchant wholesale establishment went out of business between 1954 and 1958, although the volume of sales among the remaining merchant wholesalers increased.

TABLE 30

NUMBER OF WHOLESALE ESTABLISHMENT EMPLOYEES IN SALISBURY, SPENCER, ROWAN COUNTY, ECONOMIC AREA 4-B AND NORTH CAROLINA, 1929-1958

AREA	1929		1939		1948		1954		1958	
	Number of Employees	% Chg.	Number of Employees	% Chg.	Number of Employees	% Chg.	Number of Employees	% Chg.	Number of Employees	% Chg.
Salisbury	295	-14	253	216	-15	216	505	134	597	18
Spencer	---	--	---	---	--	---	---	---	---	--
Rowan Ct.	298	2	303	326	8	326	705	116	800	13
Eco. Area	602	27	767	1,353	76	1,353	2,371	75	2,759	16
North Carolina	24,476	24	30,347	41,037	35	41,037	50,617	23	54,124	7

TABLE 31

WHOLESALE TRADE ESTABLISHMENTS IN SALISBURY, SPENCER, ROWAN COUNTY, ECONOMIC AREA, 4-B, AND NORTH CAROLINA, 1929-1958

AREA	1929		1939		1948		1954		1958	
	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change
Salisbury	42	2	47	-9	43	58	57	-2	57	-2
Spencer	---	-	---	---	---	---	---	---	---	---
Rowan Ct.	47	38	65	-11	58	83	78	-6	78	-6
Eco. Area	139	26	175	29	225	295	321	9	321	9
N. Carolina	2,413	18	2,859	29	3,690	4,752	5,551	17	5,551	17

Source: U. S. Bureau of the Census, Censuses of Wholesale Trade.

TABLE 32

WHOLESALE TRADE PAYROLL IN SALISBURY, SPENCER, ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH CAROLINA, 1929-1958

AREA	1929		1939		1948		1954		1958	
	(000) Payroll	(000) Payroll	(000) Payroll	% Change	(000) Payroll	% Change	(000) Payroll	% Change	(000) Payroll	% Change
Salisbury	361	344	344	-5	594	73	1,697	186	2,284	35
Spencer	---	---	---	--	---	--	---	---	---	--
Rowan Ct.	367	441	441	20	985	125	2,399	145	3,015	26
Eco. Area	1,000	1,023	1,023	23	3,558	248	7,517	111	9,712	29
N. Carolina	25,823	33,838	33,838	35	102,530	205	162,796	59	209,489	29

TABLE 33

WHOLESALE SALES IN SALISBURY, SPENCER, ROWAN COUNTY, ECONOMIC AREA 4-B AND NORTH CAROLINA, 1929-1958

AREA	1929		1939		1948		1954		1958	
	(000) Sales	(000) Sales	(000) Sales	% Change	(000) Sales	% Change	(000) Sales	% Change	(000) Sales	% Change
Salisbury	9,453	9,025	9,025	- 4	14,292	58	45,196	216	30,456	-32
Spencer	---	---	---	--	---	--	---	---	107	--
Rowan Ct.	9,449	11,070	11,070	17	23,476	112	56,462	140	48,655	-14
Eco. Area	23,135	28,963	28,963	25	72,235	149	152,867	112	158,436	4
N. Carolina	717,452	831,251	831,251	16	3,129,686	277	4,183,672	34	4,901,754	17

Source: U. S. Bureau of the Census, Censuses of Wholesale Trade.

## MANUFACTURING

Manufacturing trends in North Carolina, the economic area, the county, and in Salisbury are shown in accompanying tables and charts. These data were secured from the U. S. Census of Manufactures which is taken every five years. The 1958 final report had not been released when this report was prepared; therefore information pertaining to Salisbury for that year is omitted. The number of manufacturing employees in 1958 was enumerated from the 1960 edition of North Carolina Directors of Manufacturing Firms, published by the North Carolina Department of Labor. Because of differences in classification, the Census of Manufacturers data may, when released, differ from that obtained from the state publication.

Establishments. The number of manufacturing establishments in Salisbury has grown from 40 in 1929 to 46 in 1954, according to the Census of Manufacturers classification. The N. C. Directory of Manufacturing Firms lists 65 establishments as of 1959. In terms of proportional growth rates, the county, the economic area and the state's manufacturing establishments have increased faster than has Salisbury's, as shown below:

### ABSOLUTE AND PERCENT CHANGE IN NUMBER OF MANUFACTURING ESTABLISHMENTS 1929-1958

<u>Area</u>	<u>Absolute Change</u>	<u>Percent Change</u>
Salisbury	+ 25	+ 62
Rowan County	+ 40	77
Economic Area	+ 427	126
North Carolina	+3496	109

Number of Employees. In Table 36 the changes in the number of manufacturing employees may be compared among Salisbury, Rowan County, the Economic Area, and the entire state.

In sum, Rowan County had a slight decrease during the 1954-1958 period, whereas the economic area and the state both had increases. Final figures for Salisbury in 1958 are not available. However, from 1929 to 1954 the following percent changes in number of manufacturing employees took place:

Salisbury	99%
Rowan County	50%
Economic Area	112%
North Carolina	105%

These proportional increases point out the concentration of manufacturing employees in Salisbury, as far as the county is concerned, and that Salisbury lagged behind the economic area and the state to a small extent. But, it is obvious that the establishments in Salisbury have grown in terms of number of employees.

In 1954, using an estimated population of 20,475, manufacturing employees made up 15.2% of the population of Salisbury, or 152 manufacturing employees per 1,000 population.

Payrolls. During the 1929 to 1954 period, manufacturing payrolls in Salisbury increased 534 percent as compared with 269 percent in the county, 599 percent in the economic area, and 619 percent throughout the state.

The average annual earnings per employee in Salisbury in 1954 was \$2,634, compared with \$2,504 in the economic area, and \$2,692 throughout the state. These earnings were measured before deductions, and they break down to \$50.65 per week. Deductions would reduce the earnings to between \$40.00 and \$50.00 per week, take-home pay.

The most up-to-date figure (1960, 1st quarter) shows that average weekly earnings in Rowan County are now approximately \$62.35 or \$3,242 per year--a considerable improvement over 1954. Of course, much of the payroll increase since 1929 has been the result of inflation. Using the consumer price index to deflate the dollar--that is, reduce it to its real buying power--we find that in terms of constant dollars (deflated dollars) the average weekly earnings of Salisbury's manufacturing employees has risen from \$21.69 per week to \$44.12 per week from 1929 to 1954.

Since 1947 the consumer price index has increased 29.3 percent, and constant dollar weekly earnings in Rowan County have increased 22 percent. A differential of this kind means that earnings have increased at a slower rate than have inflated prices, which indicates a reduction in real purchasing power on the part of manufacturing employees.

Since only fifteen percent of the population of Salisbury was engaged in manufacturing in 1954, manufacturing earnings certainly do not help to support the high per family income reported for Salisbury unless several members of most families are employed in manufacturing. It is known, of course, that such is frequently the case.

Value Added by Manufacturers. Value added by manufacturers is derived by subtracting the cost of raw materials, semi-manufactured parts and components, supplies, fuels, purchased electric energy, and contract work from the value of shipments. It is the most widely accepted value measure for comparing the relative economic importance of manufacturing among industries and geographic areas.

Unfortunately value added by manufacturers for Salisbury in 1958 had not been reported in time for this report, although data for Rowan County were available. Changes in value added are shown below, where one may observe a reduction in value added throughout the entire economic area from 1947 to 1954. The volume, however, was recouped by 1958.

Some idea of Salisbury's relative progress may be obtained by comparing overall gains among areas from 1929 through the latest year for which data are shown:

CHANGES IN VALUE ADDED BY MANUFACTURERS, 1929 - 1954 AND 1958

AREA	1929 - 1954		1929-1958	
	Change in Dollar Volume	Percent Change	Change in Dollar Volume	Percent Change
Salisbury	\$ 10,495,000	326	No available	---
Rowan County	20,236,000	215	29,171,000	310
Economic Area	185,765,000	388	279,714,000	585
North Carolina	1,517,450,000	219	2,386,888,000	344

Salisbury is, of course, located in the industrial heart of the state. One would expect its manufacturing growth to exceed that of the entire state, proportionately. A more revealing comparison is made in reference to the economic area wherein the percent gain in Rowan County and Salisbury has been less than that in the economic area, just as the case has been in terms of establishments and number of employees.

Diversity, Size and Growth Potential in Manufacturing. Two thirds of Salisbury's manufacturing firms employ less than 50 people (see Table 37). All seven of the largest firms produce textile products.

Table 58 lists the number and percent of Salisbury's firms by major industry groups and shows corresponding changes in employment in these groups from 1947 to 1954. Salisbury's largest employer group has--across the nation--experienced the greatest decrease in employment, that is, textiles. Lumber and wood products, rubber products, leather products, and non-electrical machinery have also shown decreasing trends in employment. All in all, about 32 percent of the city's manufacturers are in major industry groups that have generally experienced reductions in employment. This leaves the majority of Salisbury's industry in the categories wherein increasing employment has been the trend.

The U. S. Office of Business Economics developed a technique of classifying industry in the nation with respect to the sensi-

tivity to cyclical changes in the level of national income. The "stability ratio" used in the classification is not the final word; neither should it be used as a definite indication of what would happen in an economic recession. It does, however, show how major industry groups have responded to cyclical changes in the past. Applying these stability ratios to Salisbury's manufacturing activities suggests that about half of the establishments are engaged in manufactures that are "markedly sensitive" or "highly sensitive" to business cycles. Textiles are "markedly sensitive". The other half of the firms are rated at "average sensitivity" or "markedly insensitive". The bulk, however, of manufacturing employees are in the "sensitive" categories.



TABLE 34

VALUE ADDED BY MANUFACTURES IN SALISBURY, SPENCER, ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH CAROLINA, 1929-58

AREA	1929		1939		1947		1954		1958	
	Value Added (000)	% Change	Value Added (000)	% Change	Value Added (000)	% Change	Value Added (000)	% Change	Value Added (000)	% Change
Salisbury	3,215	37	4,407	234	14,726	234	13,710	-7	*	
Spencer	*		*		*		*		*	
Rowan Ct.	9,397	8	10,137	233	33,757	233	29,633	-12	38,568	30
Eco. Area	47,811		*		236,888	395	233,576	-1	327,525	40
N. Carolina	693,013	-21	545,952	201	1,646,030	201	2,210,463	34	3,079,901	14

\* Not available.

1/ Change over 18 years.

TABLE 35

MANUFACTURING PAYROLL IN SALISBURY, SPENCER, ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH CAROLINA, 1929-1958

AREA	1929		1939		1947		1954		1958	
	(000) Payroll	% Change	(000) Payroll	% Change	(000) Payroll	% Change	(000) Payroll	% Change	(000) Payroll	% Change
Salisbury	1,292	29	1,661	273	6,203	273	8,189	32	*	
Spencer	*		*		*		*		*	
Rowan Ct.	5,323	-21	4,183	283	16,037	283	19,627	22	22,972	17
Eco. Area	21,886		*		113,537	419	153,014	35	193,848	27
N. Carolina	160,868	24	199,290	281	758,895	281	1,157,416	53	1,492,773	29

\* Data not available.

1/ Change over 18 years.

Source: U. S. Bureau of the Census, Censuses of Manufactures.

TABLE 36  
 MANUFACTURING EMPLOYEES IN SALISBURY, SPENCER, ROWAN COUNTY, ECONOMIC AREA 4-B, AND NORTH  
 CAROLINA, 1929-1958

AREA	1929		1939		1947		1954		1958	
	Employees	% Chg.	Employees	% Chg.	Employees	% Chg.	Employees	% Chg.	Employees	% Chg.
Salisbury	1,562		2,206	41	2,982	35	5,109	4	6,195	99
Spencer	*		*		*		*		*	
Rowan Ct.	5,217		5,812	11	7,835	35	7,838	.03	7,708	-2
Eco. Area	29,184		46,408	59	58,569	26	61,970	6	65,973	6
N. Carolina	209,826		270,207	29	381,438	41	430,001	13	463,681	8

\* Data not available.

Source: U. S. Bureau of the Census, Censuses of Manufactures.

TABLE 37. NUMBER OF EMPLOYEES IN MANUFACTURING ESTABLISHMENTS IN SALISBURY, BY MAJOR INDUSTRY GROUPS, 1960

Note: Data showing the exact number of employees in each establishment are not available.

Major Industry Group	Number of Establishments in each Category				
	Employees				
	0-50	51-100	101-250	251-500	501-1000
Food and kindred products	8	3	1	--	--
Textile mill products	1	--	1	3	3
Apparel and related products	4	--	1	1	--
Lumber and wood products	5	--	--	--	--
Furniture and fixtures	5	--	1	--	--
Pulp, paper, and products	--	--	1	--	--
Printing and publishing	2	1	--	--	--
Chemicals and allied products	3	--	1	--	--
Petroleum and coal products	1	--	--	--	--
Rubber products	--	1	--	--	--
Leather and leather goods	1	--	--	--	--
Stone, clay, and glass products	5	3	1	--	--
Fabricated metal products	3	--	--	--	--
Machinery, except electrical	5	1	--	--	--
Totals	43	9	7	4	3

Source: N. C. Directory of Manufacturing Firms, N. C. Department of Labor.

TABLE 38. NUMBER OF MANUFACTURING ESTABLISHMENTS IN SALISBURY, 1960, AND PERCENT CHANGE IN EMPLOYMENT IN THE UNITED STATES, 1947-54, BY MAJOR INDUSTRY GROUPS

Major Industry Group	Number of Establishments in Salisbury, 1960		Percent change in employment in the United States 1949-1954
	Number	Percent	
Food and kindred products	12	18.3	+ 2.2
Textile mill products	8	12.1	-15.8
Apparel and related products	6	9.1	+10.0
Lumber and wood products	5	7.6	+10.4
Furniture and fixtures	6	9.1	+ 7.7
Pulp, paper, and products	1	1.5	+16.8
Printing and publishing	3	4.5	+12.5
Chemicals and allied products	4	6.1	+18.0
Petroleum and coal products	1	1.5	+ 4.0
Rubber products	1	1.5	- 4.5
Leather and leather products	1	1.5	- 7.0
Stone, clay, and glass products	9	13.6	+ 6.7
Fabricated metal products	3	4.5	+ 4.8
Machinery, except electrical	6	9.1	- 0.7
	66	100.0	---

Source: N. C. Directory of Manufacturing Firms, N. C. Department of Labor; U. S. Department of Commerce.

LABOR FORCE

The labor force includes all persons classified as employed or unemployed. Persons not in the labor force comprise all civilians 14 years of age and over who are not classified as employed or unemployed; it includes persons doing only incidental unpaid family work such as those keeping house (the housewife will object strenuously to this Bureau of the Census classification), those unable to work, inmates of institutions, and those who prefer not to work.

A complete enumeration of the labor force has not been made since the 1950 decennial census, but in view of the small change in population between 1950 and 1960, the components of the 1960 labor force probably will have changed little in relation to one another. The 1950 distribution is shown in Table 38 on the following page.

In a comparison of Salisbury with urban North Carolina very few significant differences are evident. The proportions of persons 14 years old and over as they are distributed within the labor force are shown below.

Classification	<u>Percent of persons 14 and over</u>	
	Salisbury	Urban N. C.
<u>Labor force</u>	56.8	59.8
Employed	54.9	56.4
Private wage and salary workers	44.5	45.6
Government workers	5.8	5.4
Self-employed	4.9	5.0
Unpaid family workers	.2	1.8
<u>Unemployed</u>	1.9	2.8
<u>Not in the labor force</u>	43.1	40.2
Keeping house	24.5	22.9
Unable to work	4.3	3.7
Inmates of institutions	.6	.7
Others and not reported	14.2	12.8
14 to 19 years	7.4	7.6
20 to 64 years	5.9	4.4
65 and over	1.0	.8

Attention need be called only to the fact that urban North Carolina had about 3 percent more people in the labor force than did Salisbury.

Table 40 allows a comparison of the distribution of persons in major occupation groups among Salisbury, Rowan County, and urban North Carolina. Nothing of tremendous significance emerges from this comparison, but it is obvious that Salisbury's proportion

TABLE 39. COMPOSITION OF THE LABOR FORCE IN SALISBURY, 1950

Note: All percentages are based upon the total population of 20,102.

EMPLOYMENT STATUS	Total, Male and Female		Male		Female	
	Number	Percent	Number	Percent	Number	Percent
Persons 14 years old and over	15,419	76.7	7,180	35.7	8,239	41.0
<u>Labor force</u>	8,765	43.6	5,650	28.1	3,115	15.5
Civilian labor force	8,760	43.6	5,645	28.1	3,115	15.5
<u>Employed</u>	6,868	34.1	5,494	27.3	2,972	14.8
Private wage and salary workers	818	4.1	4,480	22.3	2,388	11.9
Government workers	754	3.8	394	2.0	424	2.1
Self-employed workers	26	.1	616	3.1	138	.7
Unpaid family workers	294	1.5	4	.02	22	.1
<u>Unemployed</u>	281	1.4	151	.8	143	.7
Experienced workers	13	.05	142	.7	139	.7
New workers			9	.04	4	.01
<u>Not in labor force</u>	6,654	33.1	1,530	7.6	5,124	25.5
Keeping house	3,785	18.8	30	.1	3,755	18.7
Unable to work	662	3.3	274	1.4	388	1.9
Inmates of institutions	10	.05	8	.03	2	.02
Other and not reported	2,197	10.9	1,218	6.0	979	4.9
14 to 19 years old	1,139	5.7	551	2.7	588	2.9
20 to 64 years old	909	4.5	565	2.8	344	1.7
65 years old and over	149	.7	102	.5	47	.2

Source: U. S. Bureau of the Census, 1950 decennial census.

of people in the technical, professional, managerial, proprietary, craftsmen, and foremen categories is higher in each case than in urban North Carolina as a whole. This serves as a crude sort of quality index, showing that the city is at least as well equipped with the higher salaried personnel as is the rest of the urban places in the state.

The city has almost exactly the same proportion of retail employees as it had thirty years ago. Wholesale trade appears to be gaining in importance in view of the proportionate gain in number of employees. Manufacturing employed a slightly higher proportion of workers in 1929 than in 1954, although the data for 1958, when available, may change the trend. The service trades have gained somewhat in importance. Notice, however, that the proportions pertain not to the total population but to the aggregate of all employees in the four major employment groups.

The North Carolina Employment Security Commission makes periodic estimates of recruitable labor in Salisbury and surrounding urban places. According to a recent estimate, within a 20 mile radius of Salisbury there are 6,630 recruitable workers. The characteristics of these workers are outlined on page 80.

These data speak for themselves. About half of the unskilled, recruitable workers are classified as trainable. The proportion of skilled and semi-skilled workers is rather high, the result, probably, of the layoff at the Southern Railway Shops.

In 1959 the average weekly earnings of insured workers in Rowan County were \$62.35. The average in 1958 was \$58.20. The table on page 81 shows comparisons with several other counties.

CHARACTERISTICS OF RECRUITABLE LABOR WITHIN TWENTY MILES OF  
SALISBURY

CHARACTERISTICS	TOTAL	WHITE		OTHER	
		M	F	M	F
Total (1, 2 and 3 added)	6,630	2,850	2,100	1,150	530
1. Skilled	505	385	80	40	0
2. Semiskilled	1,720	830	680	165	45
3. Unskilled	4,405	1,635	1,340	945	485
Trainable among un- skilled under 45 years of age/2	2,780	1,185	1,020	370	205

BASIC TRADE OF EXPERIENCED WORKEDS	SKILLED	SEMISKILLED
Mechanical/3	125	250
Textile	175	700
Sewing Trades/4	25	135
Construction	80	175

COMMENTS:

- /1 1950 Census. Estimate 160,000 1958.
- /2 Many high school graduates permanently entering the labor force included among unskilled.
- /3 Includes 40 skilled, 125 semiskilled with railroad shop repair experience.
- /4 Primarily experienced in apparel production.



TABLE 40 NUMBER AND PERCENT OF EMPLOYED PERSONS IN EACH MAJOR OCCUPATION GROUP IN SALISBURY, SPENCER, ROWAN COUNTY, AND URBAN N. C., 1950.

Population and Major Occupation Group	Salisbury		Spencer		Rowan County		N. C. (urban)	
	Number	Percent of Pop.	Number	Percent of Pop.	Number	Percent of Pop.	Number	Percent of Pop.
Total population	8,466	100.0	2,095	100.0	30,376	100.0	575,338	100.0
Employed . . . . .	818	9.7	79	3.8	1,471	4.8	52,401	9.1
Professional technical and kindred workers	879	10.4	165	7.9	1,724	5.7	54,365	9.5
Managers, officials, and proprietors, except farms . . . . .	919	10.9	116	5.5	1,952	6.4	63,374	11.0
Clerical and kindred workers . . . . .	821	9.7	105	5.0	1,845	6.1	49,351	8.6
Sales workers . . . . .	1,119	13.2	653	31.2	4,236	13.9	68,278	11.9
Craftsmen, foremen, and kindred workers . . . . .	2,120	25.0	727	34.7	12,112	39.9	158,797	27.6
Operatives and kindred workers . . . . .	458	5.4	1	--	956	3.1	34,009	5.9
Private household workers . . . . .	656	7.7	68	3.2	1,509	5.0	49,407	8.6
Service workers (except household)	12	0.1	7	0.3	453	1.5	2,512	0.4
Farm laborers and foremen . . . . .	568	6.7	107	5.1	1,982	6.5	33,681	5.9
Laborers, except farm and mine . . . . .	80	0.9	57	2.7	503	1.0	7,087	1.2
Occupation not reported								

Note: Subtotals do not add due to rounding and exclusion of minor occupational groups.  
Source: U. S. Bureau of the Census.

TABLE 41. COMPARISON OF AVERAGE WEEKLY EARNINGS BY COUNTIES.

County	Average Weekly Earnings Per Insured Worker	
	1958	1959
Catawba	\$56.86	\$60.86
Cabarrus	57.25	61.65
Iredell	57.98	61.98
Stanley	59.08	63.63
Mecklenburg	76.97	80.72
Guilford	69.52	73.70
Davidson	53.09	58.40
Davie	56.05	61.84
Rowan	58.20	62.35
North Carolina	67.13	63.13

It is obvious that average weekly earnings in Rowan County compare well with the neighboring counties--leading them, in fact. The metropolitan counties can report much higher average earnings for reasons that require no elaborate explanations; they have simply acquired some of the industrial and commercial prize plums.

## CONCLUSION

This economic and population report on the Salisbury, Spencer, and East Spencer community is an attempt to present the facts available. Even so, much is left to be desired. Standards by which a community's economic health and vitality may be precisely measured are yet to be developed. Frequently one finds that brochures dealing with community economics are of the "booster" type in that everything is presented in the form of a statement of dollar volume followed by an exclamation point. Actually, it is impossible to evaluate the economy of a city or town without making comparisons, for the economy is relative. If the citizens decide upon standards or goals for their community, then, of course, one need not make comparisons with other places, but such is seldom the case. In the absence of universally accepted standards of analysis, the most logical course is to compare various measures and trends in Salisbury with the same phenomena as they apply to other North Carolina areas. This approach occasionally produces the complaint that it is unfair. It is unfair to compare, for example, certain wage scales in Salisbury with those in, say, the Pittsburgh area. This is certainly true if such a comparison is made to deride Salisbury because it is not a steel center. But wage scales in Salisbury are either good or bad relative to the standards of living they afford, regardless of how well they stack up with other areas.

However, in this report we have attempted neither to deride nor to praise; rather, an effort has been made to present reliable data which will serve two main purposes: (1) to provide benchmarks for planning, and (2) to show how the Salisbury community compares with its surrounding economic areas.

Salisbury is situated in a rapidly urbanizing region wherein manufacturing and trade have become the dominant aspects of the economy. The rural nonfarm proportion of the population is increasing in the surrounding countryside. In the not too distant future it is expected that an urban belt, practically continuous, will extend from Raleigh through Durham to Greensboro and down to Charlotte, generally following Interstate Highway Number 85. If the national economy continues its present and expected rate of growth and if North Carolina continues its efforts to capture at least its share of the nation's production, this section of the state will almost inevitably grow rapidly, for industry attracts industry in a kind of chain reaction. The Charlotte-High Point-Greensboro-Winston-Salem industrial complex already attracts market-oriented industry, which in turn attracts population and most of the other economic activities.

It is logical to assume that Salisbury will participate in this growth to some extent simply because of its location. Population trends show that the Salisbury, Spencer, and East Spencer community has grown--within its corporate limits--at a rate slower than that of many of its neighboring cities. If the people make a determined

effort to seek industrial expansion, the growth rate will surely speed up. Of course, census data do not always reflect the complete picture, for growth outside of corporate limits does not appear in census enumerations.

One can not correctly assume, however, that population growth is wanted. A few places throughout the nation choose to maintain the general status quo and to concentrate on the cultural environment rather than on growth and expansion.

Assuming, nevertheless, that the city chooses to dig in and compete for its share of future economic growth, it will face competition on all sides. There is good evidence that its trade area has decreased in size during the past twenty years. There is conclusive evidence that Salisbury's share of trade, services, and manufactures has decreased relative to the county, the economic area, and the state. This means that although growth has occurred in Salisbury, it has not occurred quite as fast as similar growth has taken place in the larger areas. It is clear that Salisbury responded somewhat sensitively to the economic recession ending in 1958, for retail sales volume increased only \$581,000, and bank debits dropped from 1954 to 1958. The number of retail establishments decreased from 1954 to 1958 and the number of service trade employees also dropped. When the gain in retail trade is calculated in terms of constant dollars (deflated) a decrease of \$1,968,000 appears, showing that the increase in current dollars of \$581,000 was caused by price rises rather than volume of business.

Such indications are not prophesies of doom. Just about all cities have troughs as well as peaks in their business cycles, and it is quite plausible to assume that Salisbury's economic affairs may take an upturn during the next decade while those of neighboring cities may possibly lag behind.

The casual observer is probably as well equipped to explain the "why's" of Salisbury's economy as is the full-time analyst, unless the latter can carry out an intensive study of community attitudes and activities to a depth far beyond that afforded by census or state-agency data. However, when the 1960 decennial census data pertaining to income and occupational characteristics of the population are released, perhaps more explanations will be apparent.

As for the future, what with urbanization of the "Piedmont Crescent," referred to above, each city in the belt will doubtless add more and more to its industrial base and serve a trade area subject to increasing pressure from adjacent cities. Eventually the urban strip will be one long metropolitan area with-in which--due to transportation facility--the customer will have a wide range of choice of places in which to spend his money. The most successful retail and service cities will probably be those that get there "fastest with the mostest" in terms of what

the customer wants and enjoys.

The industrial development potential of the Salisbury area has been thoroughly explored and presented in a report by the Fantus Area Research, Inc.. Competitive advantages and disadvantages are well documented and community officials are well appraised concerning what it will take to secure additional industry, assuming that additional industry is wanted.

The economy of a relatively small area is involved in complicated economic theory just as is the nation or the world. Opinions and theories are controversial and even the experts change their stands from time to time as pet hypotheses fall by the wayside. One cannot delve long into the so-called economy of a place like Salisbury without coming smack against riddles yet to be solved on a national scale. For example; How valid is the premise that the economic life-blood of the community is the money received for goods sold "outside", thus bringing "new" money into the community? If this "new" money is not distributed throughout the area in the form of wages, salaries, and capital improvements, to what extent, really, does it benefit the locality? Are not farm products sold "outside" the community? Are they not, therefore, just as much a part of the economic "base" as is industrial production? Or, does a high per capita or per family income figure really indicate prosperity? Can not the income of a few very wealthy people produce a distorted average? To what extent and how does concentrated wealth benefit the community? Can it be measured? These are only a few examples of the many questions that can be raised.

The local merchant needs no survey to tell him when business drops off, but the attempts to pin down the underlying reasons with precision often founder in a sea of overlapping possibilities. However, when a municipality lags behind other places the same economic area for a period of years, the underlying causes may be generally known or readily assumed. Actually there are only three broad explanations: People in the area do not have money to spend, or they have money and choose not to spend it, or they have money and choose to spend it elsewhere. To accurately determine which is the case one must undertake the formidable task of determining income and attitudes--two of the most closely guarded secrets.

In the Salisbury area we know generally that income levels and wages compare well with those existing throughout the vicinity; yet, the community has not held on to its share of trade in reference to the county, the economic area, or the state. Two possible explanations stand out: (1) estimates of per capita and per family income either are too high or the distribution of income has changed; or, (2) competition has cut into Salisbury's share of trade in the area. If the former is the case, then general improvement in the income situation is called for. If the latter is true the remedy for competition is counter-competition. And, of course,

both could be so, plus other intangible or immeasurable factors.

In these generally prosperous times it must be realized that those individuals, agencies, firms and corporations with money to spend have a wide latitude of choice as to where they spend it, be they locating a plant or buying a shirt. The nation's top economists predict unprecedented prosperity throughout the next generation. For the second time, the industrial revolution is beckoning the South, but for the first time, the South is getting its share of industrial expansion. Salisbury, Spencer, and East Spencer have a better balance between industry and agriculture than many North Carolina communities have; however, like most Southern towns and cities, they need a larger, more stable industrial base that produces high wages. Competition for good industry is stiff, but Salisbury, Spencer and East Spencer have the resources, both natural and human, with which to build for a better future.

The influences of community appearance is an unmeasurable factor of immeasurable importance. This is one case where most people "judge a book by its cover." As far as economic resources are concerned, the Piedmont towns and cities are all pretty much in the same boat, which makes the race for new investment a very close one. If a potential investor has a choice of dozens of communities in which to manufacture, sell, or distribute his products, all of which have about the same market orientation and financial resources, why should he not look for the most attractive living environment? There is concrete evidence in North Carolina that he does, and this poses another challenge to private initiative, governmental guidance, and public interest.

APPENDIX I

KIND-OF-BUSINESS CLASSIFICATIONS INCLUDED IN THE CENSUS OF BUSINESS, RETAIL TRADE, 1958:

Lumber, Building Materials, Hardware, and Farm Equipment Dealers such as lumber yards; building materials dealers; heating and plumbing equipment dealers; paint, glass, and wallpaper stores; electrical supply stores; hardware stores; and farm equipment dealers.

General Merchandising Group such as department stores; limited price variety stores; dry goods stores; sewing, and needlework stores; and general stores selling food, notions, apparel, farm supplies, and/or gasoline.

Food Stores such as grocery stores, including delicatessens; meat markets; fish and seafood markets; fruit stores and vegetable markets; candy, nut, and confectionary stores; dairy product stores; retail bakeries; egg and poultry dealers; and other stores selling specialized lines of food.

Automotive Dealers such as passenger car dealers; tire, battery, and accessory dealers; aircraft, boat, and motorcycle dealers; household trailer dealers; and other automotive dealers.

Gasoline Service Stations

Apparel and Accessories Stores such as men's and boys' clothing stores; men's and boys' furnishing stores; custom tailors; women's ready-to-wear stores; millinery stores; corset and lingerie stores; hosiery stores; apparel, accessory, and other specialty stores; furriers and fur shops; children's and infants' wear stores; family clothing stores; men's shoe stores; children's, juveniles' shoe stores; family shoe stores; and miscellaneous apparel and accessory stores.

Furniture, Home Furnishing, and Equipment Stores such as furniture stores; floor covering stores; drapery, curtain, and upholstery stores; china, glassware, and metalware stores; miscellaneous home furnishings stores; household appliance stores; radio and television stores; record shops; and musical instrument stores.

Eating and Drinking Places such as restaurants and lunchrooms; cafeterias; refreshment stands; in-plant food contractors; railroad dining-car facilities; and drinking places (alcoholic beverages).

Drug Stores and Proprietary Stores

Other Retail Stores such as liquor stores; antique stores; secondhand stores; book stores; stationery stores; sporting goods stores; bicycle shops; hay, grain, and feed stores; other farm supply stores; garden supply stores; jewelry stores; coal and wood dealers; fuel oil dealers; liquefied petroleum gas dealers; ice dealers; florists; cigar stores and stands; news dealers and newsstands; camera and photographic

APPENDIX I - cont'd.

supply stores; gift, novelty, and souvenir shops; optical goods stores; type-writer stores; luggage and leather goods stores; hobby, toy, and game shops; religious goods stores; pet shops; and other miscellaneous establishments.

Nonstore Retailers such as mail-order houses; merchandise vending machine operators; and direct selling (house-to-house) organizations.



APPENDIX II

KIND-OF-BUSINESS CLASSIFICATION INCLUDED IN THE CENSUS OF WHOLESALE TRADE, 1958:

Merchant Wholesalers such as grocery, confectionery, and meat wholesalers; distributors of edible farm products; beer, wine and distilled spirits wholesalers; tobacco distributors; drugs, chemicals, and allied products wholesalers; dry goods and apparel wholesalers; furniture and home furnishings wholesalers; paper and allied products wholesalers; farm product merchants; automotive wholesalers; electrical, electronics, and appliance distributors; hardware and plumbing-heating goods wholesaler; lumber and construction materials distributors; machinery, equipment, and supplies distributors; metals and metalwork distributors; scrap and waste material dealers; and other merchant wholesalers.

Manufacturers' Sales Branches and Sales Offices (with and without stocks) for food and kindred products; textile mill products; apparel and related products; furniture and fixtures; paper and allied products; chemicals and allied products; rubber products; leather and leather products; stone, clay and glass products; primary metal products; fabricated metal products; machinery; transportation equipment; instruments and related products; and other manufacturers' products.

Petroleum Bulk Plants, Terminals, and LP Gas Facilities such as bulk plants and distributing terminals for gasoline, distillates and residuals; and wholesale LP gas facilities.

Merchandise Agents and Brokers

Assemblers of Farm Products

APPENDIX III - cont'd.

Petroleum Refining and Related Industries such as petroleum refining; and producers of paving and roofing materials and miscellaneous products from petroleum and coal.

Producers of Rubber and Miscellaneous Plastics Products such as tires and inner tubes, rubber footwear, reclaimed rubber, fabricated rubber products, and miscellaneous plastics products.

Leather and Leather Products such as leather tanning and finishing; industrial leather belting and packing; and producers of boot and shoe cut stock and findings, leather footwear, leather gloves and mittens, luggage, handbags and other personal leather goods, and other miscellaneous leather goods.

Producers of Stone, Clay, and Glass Products such as flat glass, pressed or blown glass and glassware, glass products made of purchased glass, hydraulic cement, structural clay products, pottery and related products, concrete, gypsum, and plaster products, cut stone and stone products, abrasive, asbestos, and miscellaneous non-metallic mineral products.

Primary Metal Industries such as blast furnaces, steel works, and rolling and finishing mills; iron and steel foundries; primary smelting and refining of nonferrous metals; secondary smelting and refining of nonferrous metals and alloys; rolling, drawing, and extruding of nonferrous metals; nonferrous foundries; and miscellaneous primary metal industries.

Producers of Fabricated Metal Products, Except Ordnance, Machinery, and Transportation Equipment such as metal cans; cutlery, hand tools, and general hardware; heating apparatus (except electrical) and plumbing fixtures; fabricated structural metal products; screw machine products, and bolts, nuts, screws, rivets, and washers; metal stampings; coating, engraving, and allied services; and miscellaneous fabricated wire and metal products.

Manufacturers of Machinery, Except Electrical such as engines and turbines; farm machinery and equipment; construction, mining, and materials handling machinery and equipment; metalworking machinery and equipment; special industry machinery, except metalworking machinery; general industrial machinery and equipment; office, computing, and accounting machines; service industry machines; and miscellaneous machinery, except electrical.

Manufacturers of Electrical Machinery, Equipment, and Supplies such as electric transmission and distribution equipment; electrical industrial apparatus; household appliance; electric lighting and wiring equipment; radio and television receiving sets, except communications types; communication equipment; electronic components

APPENDIX III

KIND-OF-BUSINESS CLASSIFICATION INCLUDED IN THE CENSUS OF MANUFACTURES , 1958:

Food and Kindred Product Plants such as processors of meat products; dair products; canning and preserving fruits, vegetables, and sea foods; grain mill products; bakery products; sugar; confectionery and related products; beverage industries; and miscellaneous food preparations and kindred products.

Tobacco Manufacturers such as cigarette, cigar, tobacco and snuff, and tobacco stemming and redrying plants.

Textile Mill Product Plants such as fabric mills for cotton, silk, wool, and synthetic fabrics; dyeing and finishing operations; knitting mills; floor covering mills; yarn and thread mills; and miscellaneous textile goods mills.

Apparel and Other Finished Products Made From Fabrics and Similar Materials such as men's, youth's, and boys' suits, coats, and overcoats; men's, youth's, and boys' furnishings, work clothing, and allied garments; women's, misses', and juniors' outerwear, women's, misses', children's, and infants' undergarments; hats, caps, and millinery; girls', children's, and infants' outerwear; fur goods; miscellaneous apparel and accessories; and miscellaneous fabricated textile products.

Lumber and Wood Products, Except Furniture such as logging camps and logging contractors; sawmills and planing mills; millwork, veneer, plywood, and prefabricated structural wood products; producers of wooden containers; and makers of miscellaneous wood products.

Furniture and Fixtures such as makers of household furniture, office furniture, public building and related furniture, partitions, shelving, lockers, and office and store fixtures, and miscellaneous furniture and fixtures.

Paper and Allied Products such as pulp, paper, and paperboard mills; producers of converted paper and paperboard products; paperboard boxes and containers; and building paper and building board mills.

Printing, Publishing, and Allied Industries such as publishing and printing for newspapers, periodicals, and books; miscellaneous publishing; commercial printing; manifold business forms manufacturing; greeting card manufacturing; bookbinding and related industries; and service industries for the printing trade.

Producers of Chemicals and Allied Products such as industrial inorganic and organic chemicals; plastics materials and synthetic resins, synthetic rubber, synthetic and other man-made fibers, except glass; drugs; soap, detergents and cleaning preparations, perfumes, cosmetics, and other toilet preparations; paints, varnishes, lacquers, enamels, and allied products; gum and wood chemicals; agricultural chemicals; and miscellaneous chemical products.

APPENDIX III - cont'd.

and accessories; and miscellaneous electrical machinery, equipment, and supplies.

Producers of Transportation Equipment such as motor vehicles and motor vehicle equipment; aircraft and parts; ship and boat building and repairing; railroad equipment; motorcycles, bicycles, and parts; and miscellaneous transportation equipment.

Manufacturers of Professional, Scientific, and Controlling Instruments; Photographic and Optical Goods; and Watches and Clocks such as engineering, laboratory, and scientific and research instruments and associated equipment; instruments for measuring, controlling, and indicating physical characteristics; optical instruments and lenses; surgical, medical, and dental instruments and supplies, ophthalmic goods; photographic equipment and supplies; and watches, clocks, clockwork operated devices, and parts.

Miscellaneous Manufacturing Industries such as jewelry, silverware, and plated ware; musical instruments and parts; toys, amusement, sporting, and athletic goods; pens, pencils, and other office and artists' materials; costume jewelry, costume novelties, buttons, and miscellaneous notions; and other miscellaneous manufacturing industries not otherwise classified.

APPENDIX IV

SERVICE TRADES, KIND OF  
BUSINESS CLASSIFICATIONS

Hotels, Motels, Tourist Courts, Camps (SIC Major Group 70, Except 702 and 704)

Personal Services (SIC Major Group 72)

Miscellaneous Business Services (SIC Major Group 73)

Automobile Repair, Automobile Services, Garages (SIC Major Group 75)

Miscellaneous Repair Services (SIC Major Group 76)

Motion Pictures (SIC Major Group 78)

Amusement and Recreation Services, Except Motion Pictures (SIC Major Group 79)

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